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Smart (online shopping) is Beautiful

by [Rachel Sanzone](#) — 12/21/2012 in [Articles](#), [Fashion](#) 0[!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) Share on Facebook](#)[!\[\]\(d3102649f02e825ddb76dc3de0190154_img.jpg\) Share on Twitter](#)[!\[\]\(4b7a79268f6ba26c1471d4232fffa85a_img.jpg\) G+](#)



For any accomplished online shopper, Amazon is a staple. It's a place where you can find your favorite discontinued mascara, discounted home accessories and even that perfect gifts for the impossible to shop for person in your life. It's the Mecca for shopaholics – or at least those who prefer to shop at 11 p.m. in their sweats, drinking a glass of wine.

And let's face it: the only thing better than ordering an amazing designer dress online is receiving it the next day. Amazon, smarties that they are, finally realized that there was a huge market for those who wished to shop designer on their site – thus, the e-commerce moguls recently added designer fashions to their wares. Names such as **Vivienne Westwood**, **Tracy Reese**, **Rebecca Minkoff**, **Catherine Malandrino**, **7 for All Mankind** and **McGinn** are all part of this exciting new venture. And the campaign doesn't disappoint, either. It features Maniac favorite (and Victoria's Secret Angel) **Chanel Iman** looking flawless with a Barbie-esque hairstyle, a girlie-retro dress and the catchphrase "Smart is Beautiful."

By [Rachel Sanzone](#)

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Rachel Sanzone

I believe when you're pretty on the inside, you're pretty on the outside but you can't beat that perfect shade of lipstick and eyelashes as big as your dreams.



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