

LOOK SHARP



LIVE SMART

Guilty Pleasure October 15, 2009



Here's a confession: I haven't shopped in a while. Sure, there have been little purchases here and there as needed (mostly socks), but the glory days of signing my name at the bottom of a lengthy receipt just for fun have been on hiatus. So when I signed up for the online sample-sale site Gilt Groupe, at the suggestion of a well-respected

fashion-biz friend, I didn't expect much. Then the daily e-mails started, telling me of deeply discounted sales ("today at noon!") from designers like Marc Jacobs, Ksubi, and Band of Outsiders. What? A cool Marc T-shirt for only 38 bucks, and it's not sold out in my size? Hiatus over—or at least on hold. Long story short, the T-shirt arrived the very next day in a clean, dare I say masculine box with nicely folded black tissue paper and a friendly note from the founders thanking me for my purchase. Even better, the Gilt folks have agreed to let our readers sign up for the invitation-only site via this link: www.gilt.com/GQ. And they're thanking me? No, Gilt Groupe, thank *you*.

—Damien Nunes
— *The GQ Eye*