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Gadgetwise

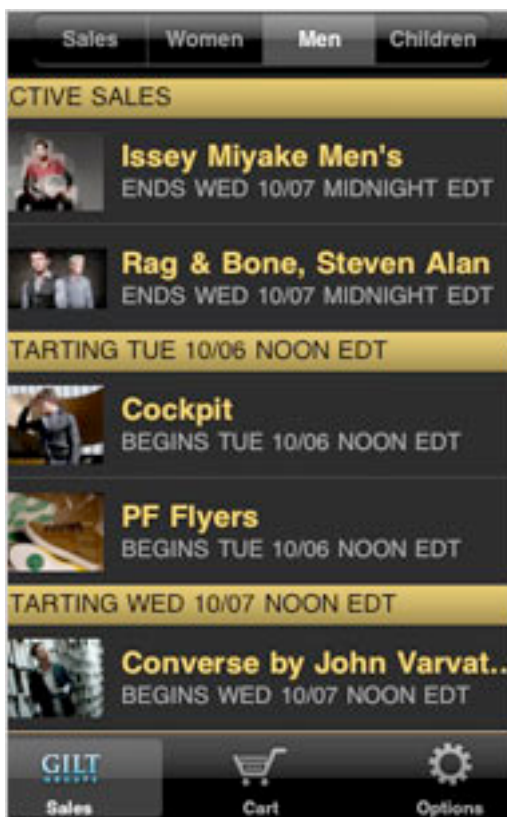


Getting Smart About Personal Technology

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Gilt: A Guiltless App for Fashion Mavens

By *Roy Furchgott*



People with a taste for high-end fashion items at deep discounts have turned Gilt into a guiltless addiction. The Gilt.com Web site sells premium goods to its by-invitation-only members, and guarantees all items are of authentic pedigree.

The problem for Gilt members is that those items are in limited supply and the deal is the first come, first served.

Used to be that any clotheshorse who couldn't be in front of a computer at noon Eastern Time, when the day's deals are posted, risked losing out. But they need never miss a sale on Rag & Bone topcoats again. There is now Gilt on the Go, an iPhone app designed to let members peruse the goods at the stroke of noon, wherever they may be.

The phone app lets people browse and purchase, as well as get a peek at what will be on the calendar in coming days, just like on the Web site. A sample of Tuesday's picks include Issey

Miyake and PF Flyers, Wednesday promises Alexander McQueen and Converse by John Varvatos.

As for the invitation-only membership, don't sweat it. That's for the site only (and if you fill out "request membership" form, you should eventually get one). With the mobile app, no invitation is needed. Download it and you're in.

