

Thursday

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BORN TO SHOP:
 Lisa G, hot on the
 trail of designer
 bargains.

The Scoop on Savvy Shopping for Style-aholics

Want to know how (and where) to find the designer labels featured on the runways at Bryant Park at a fraction of the regular retail cost? Read on.

By **MARIE REDDING**
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NYC Fashion Week, which wrapped last Friday night, was all about big labels: Ralph Lauren, Donna Karan, Calvin Klein, Cynthia Rowley, Nicole Miller, BCBG, Vivienne Westwood. The runway list was endless.

Of course, the major trends showcased by these hotshot designers eventually will be watered down to suit more commercial tastes — and enable chain stores to manufacture the clothes for more reasonable prices. But for real style-aholics, a knock-off often doesn't cut it.

Fortunately, for those of us living in NYC — home to discount mecca's like Century 21 and Loehmann's, not to mention an hour away from the 220 outlets at Woodbury Common — getting a designer fix doesn't have to hurt financially. It does, however, involve getting inside information on each of the discounters so you know when to shop to avoid wasting time and energy, as well as where to shop for your favorite labels.

Thursday reader and fashion-label addict Lisa Glasberg — who many of you know as “Lisa G” from WOR-AM's morning show, “Rambling with Gambling” — describes herself as “Miss Bargain.”

I hate spending a lot of money on clothes, but sometimes it's nice to get designer quality, clothes that aren't falling apart at the seams. Once I wore a sequined, glitter top on TV that cost \$18. I had to throw it out right after the show because the glitter was falling off all over the place. It served its purpose, but you know, you do get what you pay for.”

Which is why discount stores like Century 21 are booming and outlets like Woodbury Commons are turning into little towns.

As it is time for Lisa G to start shopping for her spring/summer wardrobe, we headed downtown to Century 21 with her. At the ungodly (but obviously key shopping time for experts) hour of 7:45 a.m. sales associates were busy unpacking boxes full of new spring