



Name Shopping

Daisy Fuentes opens a boutique, while conducting a little shopping trip of her own.

➤ Daisy Fuentes is angry. The MTV veejay, model and actress wants to buy something online, but she can't. What is it? "A man!" she jokes. You won't find him for sale at www.daisyfuentes.com, either. However, this e-boutique hawks purses, dresses and jewelry, all picked by the proprietress.

Fuentes is a member of a growing Hollywood cabal capitalizing on their fame online. Sitcom star-cum-fitness-goddess Marilu Henner, who's penned *Marilu Henner's Total Health Makeover: 10 Steps to Your B.E.S.T. Body*, has devoted her online

marketplace to health and wellness. "I want to be the Martha Stewart of health," says Henner. "I'm looking to connect people with the best information out there." Such enterprising efforts keep celebs' names on fans' lips, while bringing a little extra dough into the franchise. But what about stars' own shopping habits?

"I've been hitting J.Crew.com a little too often," says Henner. Meanwhile, Fuentes grouches about the net's limitations—she can't feel Gucci's new fabrics or smell Chanel's new scent. And of course, no men4sale.com, at least for now—C.A.

CELEBRITY SHILL	HAWKING...	EGO QUOTIENT (1-10)	BUT IS IT USEFUL?
Daisy Fuentes www.daisyfuentes.com/boutique/	Purses, tote bags, dresses, jackets, jewelry	3 Except for her pictures, her store is refreshingly low-key.	You'll want to wear whatever you buy. Tasteless, inexpensive and solid.
Marilu Henner www.marilu.com	Diet books, healthy ingredients, natural body supplies	2 Henner is more about healthy lifestyle than ego. She even sells books she didn't write!	If you can stick to her health regimen, you'll look as good at 30 as this lady does at 45.
Phish www.phish.com/catalog/cat.html	Sweat shirts, books, even hemp hats	3 The boys just want to rock, but if you can't live without a Bubba Boy shirt, they'll be happy to oblige.	Everything on the site looks candy or cozy. Nothing too frivolous.
Grateful Dead www.dead.net	American Beauty skin, terrapin compasses, psychedelic t-shirts, and beanie bears with a Haight-Ashbury theme.	5 The Dead are too laid back for big egos. Besides, they've been around to know what a long, strange trip it's been.	So much stuff, you'll be hard pressed to find something you can't use.
Monica Lewinsky www.therealmonica.com	Tote bags and purses. (Dry clean only, she instructs.)	9 This site's mere existence indicates a staggering level of chutzpah. Gag!	Ask yourself: Do you really need a bag with Monica's imprimatur?
David Bowie www.davidbowie.com	Mousses, sheet music, T-shirts, lithographs	7 Up there, but Bowie's creative enough that it's not too annoying.	A site for ravenous fans for all things Bowie. But you can't get CDs here—yet!
Cindy Crawford www.cindy.com	Books, photos, exercise videos.	7 Cindy's lovely mug stares at you from every page. This site is all about controlling the message.	Only if you count those exercise videos. Everything else is homage to Cindy.
Britney Spears www.britneyboutique.com/main.html	Britney purses, Britney backpacks, Britney keychains, Britney beanie babies. Need we continue?	10, 5 (off the chart). For someone so young, Britney is convinced she is to be worshipped.	Can you really equate Britney paraphernalia with utility?
Francis Ford Coppola www.niebaum-coppola.com	Niebaum-Coppola wines, his films, pasta bowls, and "the ultimate corkscrew."	6 He's doing his best Paul Newman, and it's obviously plesion.	Sure thing, who can't use a night of wine, pasta, and <i>The Godfather</i> ?

IN OUR BASKET

2.1 BILLION The estimated number of transactions consumers will make with merchants online this year. (Source: Forrester Research)