

PULSE



Web site CEO Michelle Madhok, at home surrounded by her purchases, sometimes returns thousands of dollars' worth of clothes in a single week — and claims online retailers "encourage" the practice.

By DANA SCHUSTER

EVERY week, Michelle Madhok settles down in her bedroom, whips out her credit card — and gets her shop on. "You're laying in bed with your iPad and you're shopping, and suddenly you've spent \$2,000," she says. When the packages arrive at her Upper West Side apartment a few days later, she is elated, if not a tad confused. (It's not uncommon for the 39-year-old to experience "I Forgot I Ordered It" syndrome.) Madhok unpacks her loot — the maroon jeggings purchased at midnight that don't quite hold up in the light of day; the sweater she bought in three different sizes — and jots them down, along with their return-by deadlines, on a sheet of paper kept near the computer. The goods are then hidden in the corner of Madhok's bedroom, where they will sit until the end of the week, when she'll return almost everything she's bought.

Madhok is a successful entrepreneur, a devoted wife... and

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MEET THE SHOPPING BULIMICS

New York women are caught up in a cycle of bingeing and purging new clothes they never end up wearing