

Personality Party Dresses

by
Lady
Duff
Gordon

LADY DUFF-GORDON, the famous "Lucile" of London, and foremost creator of fashions in the world, writes each week the fashion article for this newspaper, presenting all that is newest and best in styles for well-dressed women.

Lady Duff-Gordon's Paris establishment brings her into close touch with that centre of fashion.

Lady Duff-Gordon's American establishments are at Nos. 37 and 39 West Fifty-seventh street, New York, and No. 1400 Lake Shore Drive, Chicago.



A Dignified Personality Gown, "Not to Be Worn by a Child-Like Matron"

A Gown for an Interesting Personality, with "a Well Developed Soul Consciousness"



A Black Net Gown for Dramatic Personalities



A Model for a "Quaint Personality"

By Lady Duff-Gordon ("LUCILE")

TODAY I show you an assemblage of party dresses which I have grouped under the title "Personality Gowns." The term has a dual significance. It means not only that the gowns themselves have personality. It signifies that they are adapted to the personality of the wearer.

There are many definitions of personality. The one that seems to me to cover best the subject is "that which constitutes distinction of person." Personality has always stood to me for that quality or sum of

qualities which sets the possessor apart from others, which gives him distinction.

A good example is the gown which you see on the large middle figure. It is a satin tunic worn over a tulle harem skirt. Even the bodice, composed of wide folds of satin graduated from the belt line on one side to beneath the arm on the other, is different in that it is finished at the line of décolletage by a profusion of beaded flowers. The same motif appears applied on the satin of the tunic. The tunic is made in simple lines extending over the shoulder, and may be termed scantily full as to the skirt.

A ruche of the chiffon around the edge of the tunic gracefully finishes it, giving the illusion of lightness to the more substantial fabric.

The lower right-hand picture sets forth a gown of distinctly different character. Made of finest tulle, with a very full skirt and a double flounce across the shoulders and across the tight, short sleeve, and a moderately low, round neck, it has the quaintness of an old-fashioned garden party gown. Rows of narrow fur about the shoulders and hips provide a modern touch.

The lower left-hand robe is of dignified personality. One cannot conceive of its being worn by a child-like young person. It has the straight lines that spell dignity. Its skirt is narrow, and the bodice is but a continuation of the skirt. In

other words, it is a one-piece gown. Side panels of embroidered tulle and a band of the same about the edge of a bodice furnish sumptuous trimming. A large ornament of heavy silk embroidery fastens the low bodice in front. The shoulder bands are of heavy beading. About the top of the bodice is draped, as are many evening gowns of to-day, a softening mass of sheer white lace.

A fourth element of variety is introduced by the last of the personality party gowns. This constitutes "distinction of person." It is of black net richly embroidered in bands of chenille. The drapery is caught up at the side in such fashion as to display the chenille embroidery to the greatest advantage. Very modest is this party gown, the collar of chenille embroidery reaching high in the back and forming a coatee. The embroidery reaches to the elbows of the long sleeves.