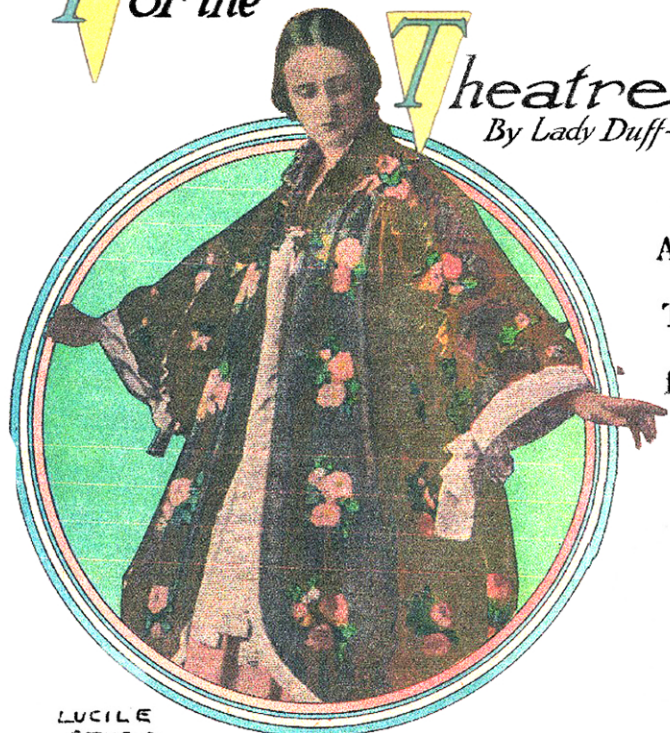


For the

Theatre
By Lady Duff-Gordon



LUCILE
STUDIO

An Example of the
Oriental Coat
That Is Eminently
Suitable
for Some Types of
Beauty

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. 100 Lake Shore Drive, Chicago.

By Lady Duff-Gordon
("LUCILE")

VARIETY is the only word that summarizes the attributes of the mode in theatre and opera wraps. In no other garment is the individuality of the wearer so fully expressed.

The woman who gives intelligent thought to her dressing, instead of the mere sporadic impulses which govern many women in the selection of their wardrobes, is growing more and more exacting as to the wrap that envelopes her magnificence in the evening. Once it was believed "anything would do" for an evening wrap. A long coat of black cloth often covered a white satin evening gown. It was not considered an error in dress to wear to the opera a long cloth coat that had done service during a storm that afternoon. A little backward journey of our memory will convince you that I have not exaggerated in making this statement.

But there has been a remarkable, and expensive, change in taste in this respect. True, the evening wrap must express the wearer's taste and individuality, but it must also be as rich as her purse will afford. The presence of metal in the material is a reason for the Sheba-like magnificence and expense of some of the theatre coats. Fur is used in profusion. That, too, is expensive and growing more and more costly as the fur-bearing animals are slowly being exterminated by the onward march of civilization and the increasing size of the human family.

Some women are of such type that Oriental splendor of raiment is especially needful for the emphasis of their beauty. Such a one is the brunette of classic features who wears the kimono coat of brocade shown on this page.

The scarf is still used as an effective adjunct to a theatre costume. But the observant have noticed that it requires grace in the wearing. Gracefully handled, it is a thing of beauty. Clumsily worn, it is a calamity.