

Forenoon Frivolities

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.

The Coat, Both in Cut and Trimming, Gives Smartness to This Street Costume

The Colored Tassel That Was a Winter Favorite Will Be Repeated With Silk Hats in the Spring

The Relief of This Severe Costume Is Afforded by the Turn-Back Collar and Tie and the Coquettish Hat

The Severity of This Morning Hat Is Lessened by the Ribbon and Bow of Contrasting Color

By Lady Duff-Gordon ("LUCILE")

THERE was a time when a morning costume, for either home or street, meant severe simplicity. That time has passed, I hope, forever. Personally, I do not sympathize with a demand for Puritanic unbecomingness of attire at any hour of the day or night.

"Forenoon frivolities" is a new term, covering coquettish dress permissible in the early hours as well as in the more dressy periods of the day following. The desire for becomingness of attire expresses itself in charmingly chic though not too much trimmed hats. I have often said that the gown is immaterial, or at least secondary, provided the hat and boots be just right. I have so said from the platform—I think it was at the convention of the Biennial Federation of Women's Clubs in New York—when I draped a tea-gown on one of our models within sight of several hundred women delegates. One may wear a gown for six years, provided she brings her hat and boots to date.

A hat on this page is a becoming forenoon frivolity. By the old standard the large-crowned, narrow-brimmed hat of dark color would have a stiff ribbon of the same color as decoration. Having in mind becomingness, the designer arranged that it should be trimmed with a light ribbon, the contrast giving a picturesque and more dressy note to the wearer's morning street attire. The same is true of the smart crush hat of straw worn with the early Spring suit shown on this page. The suit, by the way, is of gabardine of a dark color. The skirt shows the loose, yet considerably narrower skirt that will succeed the excessively full one. The coat, of knee length, is long, straight and loose. The relief, the "forenoon frivolity," as it were, appears in the hat and in the turn-back collar and soft, bright colored silk tie worn with the otherwise too severe coat.

The third costume has a more ornate effect. The coat is shorter and the skirt of the coat has a decided flare. The high, narrow belt is decorative. The turn-back collar is faced with embroidered silk of the same color as the border of the parasol the wearer carries with it. In the lapel of the coat is a flower of the same shade, dominating in the "relief."

This Is a Charming Costume for a Formal Breakfast or Luncheon



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