



Lucien Lelong, Grand Couturier  
 WHOSE NAME IS ASSOCIATED WITH THE VENTURE  
 OF THE COUTURIER

### MINE ARE THE PERFUMES OF A COUTURIER

In Paris there has been an extraordinary development in the world of the elegant of today. A development, let me add, that has the standard basis, in taste and art.

Totally of effort! To what lengths fashionable women go to achieve it? The most truly feminine that have the appearance of a composition by a master. The waists, the necks, the legs, the hair—all are calculated to express and enhance the special and intimate charm of the woman who wears them.

I have myself created countless such compositions for my clientele. This modern tendency is profoundly satisfying to the couturier, because it calls for every resource that lies in his art.

How inevitable, then, that I should

have brought all the talent at my command to the creation of perfumes that would lend their own perfect form, the most important of all, to this sought-for quality of effort! For he can tell you, from his experience as a couturier, nothing that a woman wears is as profoundly satisfying and expressive as her perfume.

From the point of view of the couturier then, I have considered these new harmonies of color that I call my "Moths," "A. B. and C." These scents that are so skillfully combined with the mode of today.

My clients have paid for the charming compliment of calling these odors the perfumes of a couturier. That was my ambition.

*Lucien Lelong*

LUCIEN LELONG, PARIS  
 NEW YORK, SIXTY-FIFTH AVENUE

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If you're doing without automatic refrigeration because you think it's an expensive thing to have, then you don't know about Electrolux.

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Advertisements

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