

Either this site is a ridiculous tribute to vanity and excess or it's a genius idea whose time has come. However you look at it, **Dress Registry** attempts to reduce the number of embarrassing situations where two socialites show up at the same gathering wearing the same dress (horror!). The idea came about when site owner Andrew Jones watched his wife travel from their West Palm Beach home to Manhattan just to buy a party frock to make sure her dress would not be duplicated at an upcoming event. He figured other women had this **same issue** and resolved to come to the rescue.

The idea is that partygoers can register for an event—say, one of the many inaugural balls on January 20—and call dibs on a particular dress. Participants do not submit their names with their gowns, so when you log on, all you see is the label, color, length, and neckline of attending dresses. Does that mean that this **US Magazine feature** is on its way out? I sure hope not.
