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desde 1950



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The landmark volume celebrating the life and work of Ralph Lauren, now available in a smaller, more portable edition. Unlike many designers, Ralph Lauren is not known for a single signature look, but rather for his sweeping dreams of American living. Over the course of his career, the images of luxury, adventure, and beauty that he created have come to define American style.

In this visually stunning book, Lauren speaks candidly about himself and his art. In part one, we get to know the designer through never-before-seen pictures of him in private life and with his family, living the lives he designs for. In his own words, we hear about his life, work, and inspiration.

In the second part, Lauren displays and writes about his most important, most iconic, and most beloved work, hand-picked from hundreds of runway shows, collections, and his signature cinematic advertising campaigns. Lauren's aesthetic influence and unique design sensibility are captured here by fashion's finest photographers, including Bruce Weber, Deborah Turbeville, and Patrick Demarchelier.

Now available to a larger audience at a more accessible price, this unique fashion monograph is a personal expression of the artist and a rare peek into the mind of one of America's most accomplished fashion designers of all times.