

MEDIA/PUBLISHING

## Ralph Lauren to pen memoir ahead of 50-year anniversary

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*Image courtesy of Ralph Lauren*

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By STAFF REPORTS

Publishing house Simon & Schuster will publish the memoir of Ralph Lauren as part of the celebrations surrounding his namesake fashion label's 50th anniversary.

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Mr. Lauren's autobiography will be released by Simon & Schuster in the fall of 2017, with hardcover, ebook and audio distribution in the United States, United Kingdom, Canada, Australia and India. Many designers have written about their careers as a way to inspire the next generation and to reinforce the positioning of their brand and achievements.

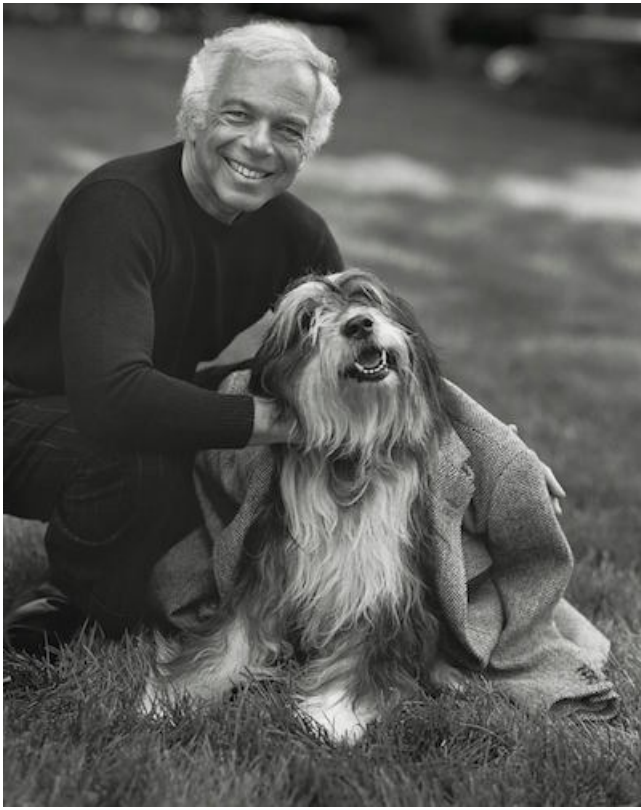
From ties to the top

Simon & Schuster's vice president and executive editor, Priscilla Painton, acquired the world rights to Mr. Lauren's memoir. The conversation was mediated by Robert B. Barnett of William & Connolly.

Mr. Lauren began discussing his memoir with Ms. Painton four years ago.

The autobiography will begin with Mr. Lauren's upbringing in the Bronx and starting his fashion house by selling ties. Mr. Lauren's book will take readers through his career as he and his brand became one of the fashion industry's most-recognizable and enduring labels.

Since Mr. Lauren has been notoriously tight-lipped, giving very few in-depth interviews over the course of his career, the memoir will be his opportunity to tell his story.



*Ralph Lauren with his dog Rugby, photo courtesy of Ralph Lauren brand*

The autobiography's release is timed to coincide with Ralph Lauren's 50th anniversary. As of press time, the book's title has yet to be released.

"Ralph Lauren is a true American original who has built one of the world's greatest, most iconic fashion brands and lifestyle empires," said Carolyn Reidy, CEO of Simon & Schuster, in a statement.

"His style is instantly recognizable to even the most casual observer, a triumph of business savvy and aesthetic sensibility that is unmatched anywhere," she said. "We are delighted to have the opportunity to bring his fascinating story to readers worldwide."

Similarly, fashion designer Diane von Furstenberg penned her memoir, titled "The Woman I Wanted to Be." In her book, Ms. von Furstenberg tells of her childhood and how she rose to become one of fashion's most well-known designers.

Not do memoirs boost loyalty among consumers, but autobiographical tomes help solidify the idea that Ms. von Furstenberg, as well as Mr. Lauren, were destined for influential careers in fashion ([see story](#)).