

APPAREL AND ACCESSORIES

Ralph Lauren recounts career through milestone tome

November 1, 2017



Ralph Lauren with his wife Ricky in 1976. Image credit: Ralph Lauren

By STAFF REPORTS

U.S. label Ralph Lauren is marking its eponymous designer's 50th anniversary in the fashion industry through print.

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Celebrating the occasion, the brand worked with Rizzoli to publish an updated and expanded version of the book "Ralph Lauren," which focuses on both Mr. Lauren's personal and professional lives. This offers a chance for fans to get a better sense of Mr. Lauren as an individual and the \$7 billion clothing brand he founded.

Half-century remembrances

The book is penned by Mr. Lauren himself, offering the designer's perspective on himself and his work. Along with his words are about 1,000 photos, illustrations, mementos and news clippings.

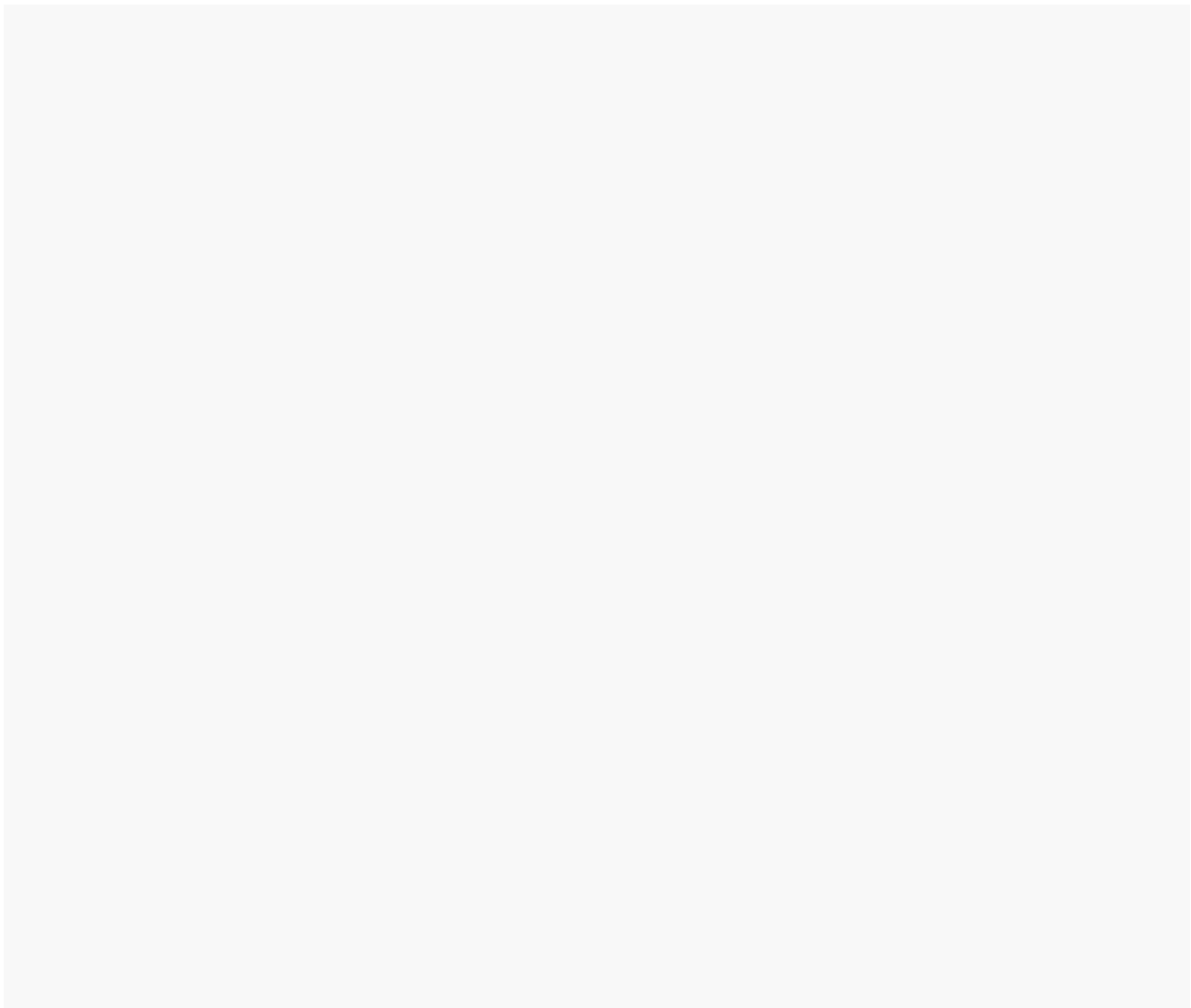
Images featured throughout illustrate his private life with his family as well as the visual trajectory of his label. These include advertising campaigns shot by photographers such as Bruce Weber and Patrick Demarchelier.

Originally published in 2007, this revised edition of the book features expanded imagery and a more portable size than the original.

Opening the tome is a foreword by the late Audrey Hepburn, taken from the speech she gave as the designer was presented with the Council of Fashion Designers of America's Lifetime Achievement Award in 1992.

From there, the book is split into four sections: living, movies, heroines and history.

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Introducing "Ralph Lauren: 50 Years," a newly updated and expanded edition of Ralph Lauren's landmark book, bringing to life the cinematic inspirations and singular vision that have defined the World of Ralph Lauren for five decades. With more than 950 photos and illustrations, sourced from Mr. Lauren's personal collection as well as his most influential advertising campaigns, accompanied by personal reflections on his life and work, this is the definitive volume on the iconic American designer. Click bio link or visit RalphLauren.com to discover more and shop.

A post shared by Ralph Lauren (@ralphlauren) on Oct 27, 2017 at 9:04am PDT

Celebrating the release of the book, Ralph Lauren is delving into these topics on social media and its Web site, sharing snippets from the book in digital form.

Print remains a valuable medium for telling brand stories, allowing houses to explain their heritage in long-form content. Given the retrospective nature of these books, they are an effective choice to celebrate a milestone.

For instance, Hearst-owned fashion title Harper's Bazaar showcased the visions of its editors, photographers and stylists dating back to 1867 in a book released earlier this year.

"Harper's Bazaar: 150 Years: The Greatest Moments" recounts notable covers, celebrated photographs and 50 written excerpts such as articles, poems and fiction penned by Harper's Bazaar writers. The 400-page \$65 tome is currently on sale at book sellers and on Amazon.com ([see story](#)).