

APPAREL AND ACCESSORIES

## Ralph Lauren, WWD to release book celebrating 50 years of brand

May 29, 2018



WWD's new book looks back at 50 years of Ralph Lauren. Image credit: WWD, Rizzoli

By STAFF REPORTS

Fashion designer Ralph Lauren is teaming up with fashion publication Women's Wear Daily for a book looking back at 50 years of his eponymous label's fashion empire.

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Titled "Fifty Years of Ralph Lauren," the book includes features and interviews focusing on the massive influence the man has had on U.S. fashion over the last half century. The 192-page book features never-before-seen archival photos from the history of both Ralph Lauren the man and Ralph Lauren the brand.

### 50 years

Ralph Lauren's long career in fashion has seen him rise from the son of immigrants growing up in The Bronx to one of the most influential names in all of fashion.

In particular, Ralph Lauren has become one of the primary faces of American fashion for the last 50 years, consistently bringing his trademark preppy style to collections year after year.

Now, WWD has created an in-depth book that looks back at the long road that led him to where he is now. Through archival photos, interviews with the man himself and WWD stories on the man pulled from the publication's records, the book seeks to bring Mr. Lauren's history to life.

The book is published by Rizzoli and will be available on June 5.

### *Fifty Years of Ralph Lauren*

Mr. Lauren will also be receiving the first CFDA Members Salute during the CFDA Fashion Awards at the Brooklyn Museum the day before the book comes out.

This is not the first book written about Mr. Lauren. Late last year, the designer released his own book chronicling his life journey in his own words.

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 ([see story](#)).

WWD's book on Ralph Lauren looks at the designer's life from a more public perspective, examining how his designs affected the fashion world at large.

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