



Genuine Authentic: The Real Life of Ralph Lauren (Paperback)

By Michael Gross

HARPER PERENNIAL, Australia, 2004. Paperback. Condition: New. Reprint. Language: English . Brand New Book. A fascinating and comprehensive look into the life of American fashion designer Ralph Lauren, now with an afterword. Deep-dish.sharp-clawed.honestly admiring. --New York Times There are at least two Ralph Laurens. To the public he s a gentle, modest, yet secure and purposeful man. Inside the walls of Polo Ralph Lauren, though, he was long seen by some as a narcissist, an insecure ditherer, and, at times, a rampaging tyrant. Michael Gross, author of the bestsellers Model and 740 Park, lays bare the truths of this fashion emperor s rise, and reveals not only the secrets of his meteoric success in marketing our shared fantasies, but also a widely unknown side that s behind the designer s chic facade.

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