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Ralph Lauren

A Dream of America

Author: Jérôme Kagan

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"I don't design clothes, I design dreams." ~ Ralph Lauren.

Never has a couturier so precisely captured the essence of the American myth. Through some mysterious alchemy, Ralph Lauren was able to seize upon its every aspect, uniting them all in a wardrobe of flawless elegance. In this book, as spirited as it well-researched, Jérôme Kagan looks back on the success story of a modest tie salesman from the Bronx who became the head of a colossal empire. But above all, Kagan seeks to penetrate the secret of RL's style and timeless chic.

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