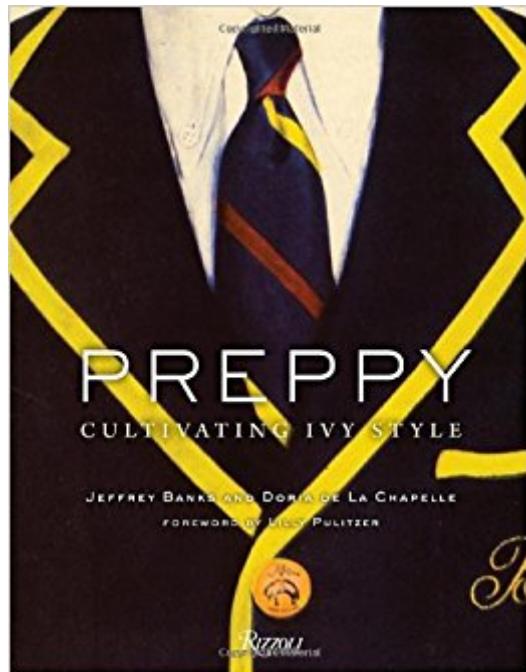


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# Preppy: Cultivating Ivy Style



## Synopsis

The authoritative fashion history of the roots, growth, and offshoots of the quintessentially American preppy style. Preppy offers the first definitive and in-depth volume on preppy fashion, exploring its evolution from its pragmatic origins and presence on elite Eastern campuses in America to its profound influence internationally and metamorphosis on the runway. For the first time, the preppy story is told completely and beautifully with iconic and never-before-published archival and editorial photographs and personal snapshots from the original Ivy elites. Exploring all facets of men's and women's preppy fashion, this vibrant volume is replete with photographs and vintage ads illustrating the iconic elements of prep: from Oxford shirts, khakis, and Shetland sweaters to Peter Pan collars, madras pants, and Lilly Pulitzer tropical blooms. Authors Jeffrey Banks and Doria de La Chapelle also examine the fashion designers who played a major role in shaping the preppy look, from retail pioneers J. Press and Brooks Brothers to Ralph Lauren, who single-handedly marketed not just a look but a lifestyle. Also featured: a band of young twenty-first century Ivy stylists and fashion labels worldwide, who have infused preppy with high-octane design on and off the runway. Preppy is a stunning tribute to an American phenomenon.

## Book Information

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Average Customer Review: 3.7 out of 5 stars 21 customer reviews

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## Customer Reviews

"...first definitive and in-depth volume on preppy fashion, exploring its evolution from its pragmatic origins and presence on elite Eastern campuses in America to its profound influence internationally and metamorphosis on the runway..." ~Habitually Chic

Jeffrey Banks is a Coty Award-winning designer of men's and women's apparel. Doria de La Chapelle is a freelance writer who is coauthor of *Tartan: Romancing the Plaid*. She has written on fashion, beauty, and style for *Mademoiselle* magazine and other publications. Fifty years ago, Lilly Pulitzer created a perennial preppy icon with a simple bright-colored cotton shift. Her company has blossomed into menswear, children's wear, and accessories for the home.

This is a great "coffee table" book; one that I actually read. It gives a great historical perspective to being "preppy". I really enjoyed it.

Excellent book about ivy style era loved it

Fantastic Book. Arrived in Excellent condition!

Great book!!

The pictures are wonderful as well as the history of the preppy lifestyle! I love this book and it looks great on my coffee table! :)

It's such an awesome book about a style I love. The pictures are amazing. However, there were a few typos.

Though highly promoted, this book just looks like a collection of old Ralph Lauren ads. Disappointing. Pictorial, with little substantial background re. development of "preppy" style. There is some history - but pretty lite.

I believe the first review above is a 5 star review, but the book a 2. I was truly underwhelmed for all of Brahmin's reasons noted above. I must echo the observation about copious amounts of Ralph Lauren ads. I expected more thoughtful content and original photos of nobody's who by nature of their use would be true somebody's!

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