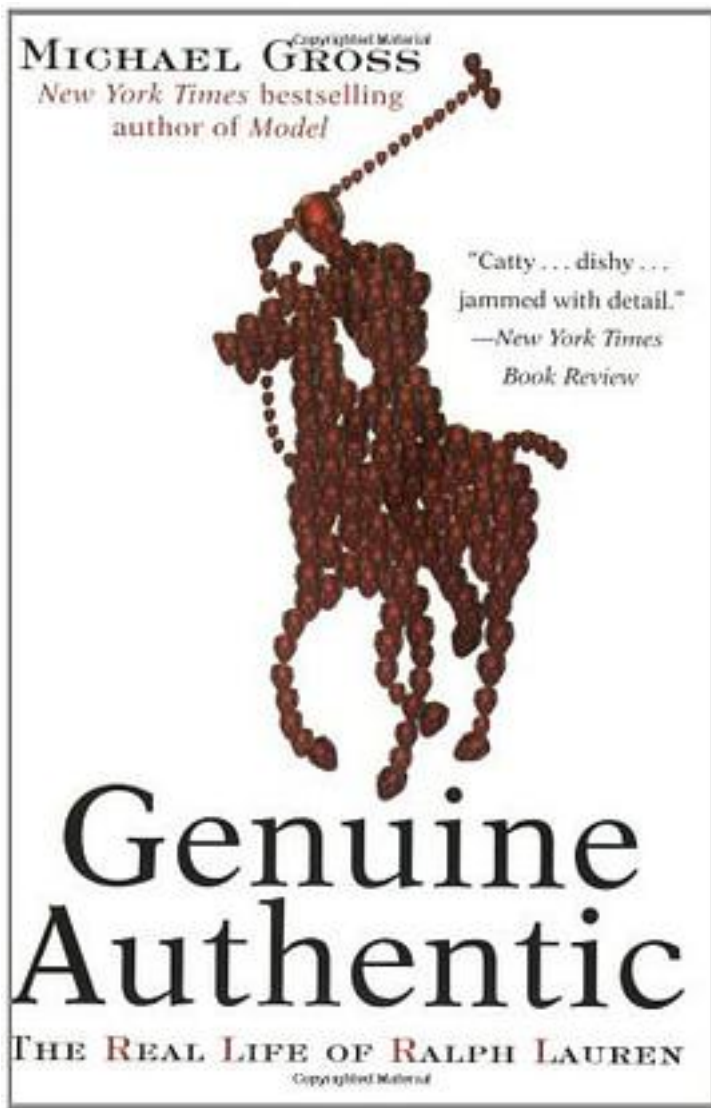


Genuine Authentic



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著者:Michael Gross

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Book Description

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's seen by some as a narcissist, an insecure ditherer, and, at times, a rampaging tyrant.

Michael Gross, author of the bestseller *Model*, lays bare the truths of this fashion emperor's rise, and reveals not only the secrets of his stunning success in marketing our shared fantasies but also a darker side that's hidden behind the chic patrician facade.

From Publishers Weekly

Like his previous book, *Model*, Gross's new work will undoubtedly be mined for the more gossipy nuggets embedded in his meticulous research and artful prose. This is a shame, because the crackerjack journalist simultaneously tells a compelling story and gives it meat enough to be satisfying. It does help, however, that his subject is intriguing enough to fill multiple volumes. Lauren (ne Lifshitz) embodied a certain kind of American dream from early childhood, a kid who didn't just want to be rich, but to be of the rich, a Jay Gatsby made manifest who didn't have a penny, but fantasized about expensive cars, lush vacation spots and preppy girls in loafers. Gross details Lauren's story chronologically, and with a resolute pace: the icon's tale of ambition and meteoric rise unfolds smoothly as the awkward Jewish boy grows into the personification of grim determination. Gross provides surprisingly little commentary, given the book's slightly bitter introduction about Lauren's ping-ponging relationship to the project. What Gross does offer is a rich portrait not just of Lauren, but of the Bronx in the early and mid-20th century, the type of class clash that transcends time or place and the effects of ambition on a teenager who hates his name and burns with desire whenever a Rolls-Royce cruises by. There are passages that will delight the celebrity-obsessed, but the full story is much richer. Most importantly, and delightfully, Gross delivers a portrait of a man who's constructed a flawless image, but whose real self is far more fascinating and deeply human. Photos.

From Booklist

Imagine an unauthorized biography that, nonetheless, caused author and potential interviewee to negotiate for a long 10 months. Picture an eastern-European-by-descent Jewish boy from the Bronx who changes his last name from Lifshitz to Lauren. Think about a man who alternately seduces then abuses his followers and employees. Enter New York Daily News journalist Gross, with high-visibility columns and well-regarded books (including *Model: The Ugly Business of Beautiful Women*, 1995) to his credit, who captures the contradictory personality of Lauren. Those not aware of Lauren's non-WASP upbringing will be regaled with tale after tale, from his father's influence as an entrepreneurial home-decorating painter to his ascent to Forbes' ninety-seventh richest man, with a \$2 billion fortune. The anecdotes are substantiated, attributable to the 850 interviewees. Though a fascinating study in what some call pathological narcissism, established via a never-ending parade of intriguing stories, Lauren, from all appearances, created a

fantasy style that, ultimately, became his not-so-happy life.

Barbara Jacobs

From Library Journal

The author of *Model: The Ugly Business of Beautiful Women* explains how little Ralphie Lifshitz came to create the ultimate in WASP stylishness.

About Author

Michael Gross, the bestselling author of *Model: The Ugly Business of Beautiful Women* and *My Generation*, writes "The Word" in New York's *Daily News* and is a contributing editor for *Travel & Leisure*. His articles have appeared in magazines and newspapers throughout the world, including the *New York Times*, *New York*, *GQ*, *Esquire*, and *Vanity Fair*. He lives in New York City.

Book Dimension :

length: (cm) 20.3 width:(cm)13.5

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