



Preppy: Cultivating Ivy Style

Jeffrey Banks, Doria de La Chapelle

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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.

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