



# The Ivy Look: Classic American Clothing - An Illustrated Pocket Guide

*Graham Marsh, J. P. Gaul*

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Before the "Preppy Look," there was the "Ivy Look." Democratic, stylish, and comfortable, the Ivy Look's impact and influence can be seen to this day in the clothes of designers such as Ralph Lauren and Giorgio Armani, as well as in the more proletarian offerings of L. L. Bean, J. Crew, Dockers, and Banana Republic. From the button-down hip of Steve McQueen, Paul Newman, and Miles Davis to the enduring style of the cast of *Mad Men* — they all knew the true cool of the Ivy Look. *The Ivy Look* digs deep into the vaults to produce the ultimate guide to the genuine article, featuring new, still-life shots of original clothing and accessories plus key examples of the cover art of Blue Note, Stax, Motown, and Atlantic Records. Contemporary magazine advertisements, French New Wave, and key American movie posters and new illustrations bring the Ivy Look into sharp focus.

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