



# Genuine Authentic: The Real Life of Ralph Lauren

*Michael Gross*

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## **Genuine Authentic: The Real Life of Ralph Lauren** Michael Gross

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 façade.

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