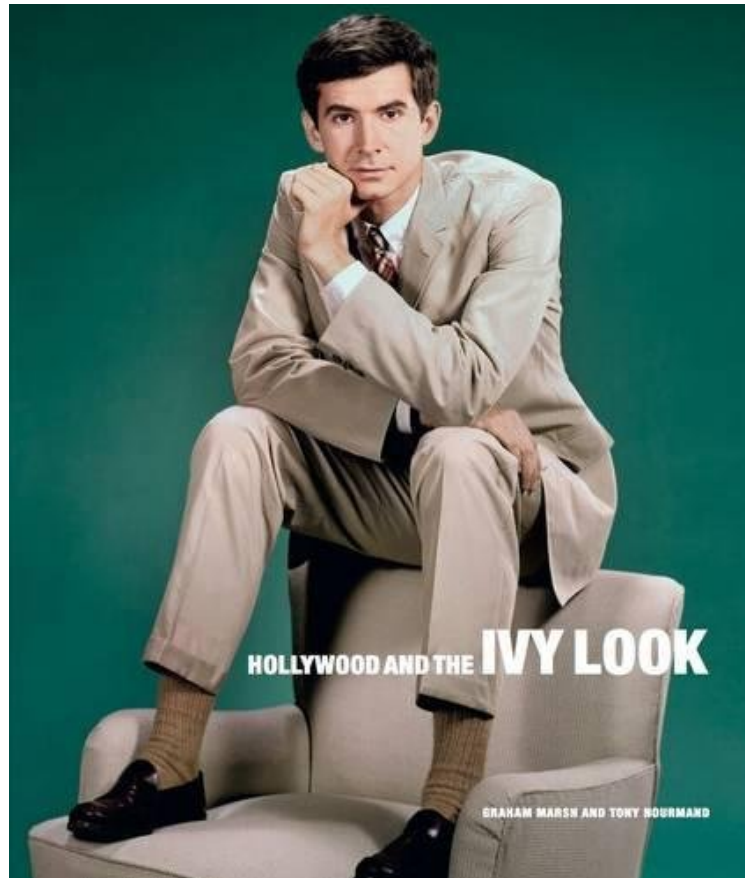


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Hollywood and the Ivy Look

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Back by popular demand, this stunning new Evergreen Edition of the worldwide bestseller delivers a pictorial celebration of the look and attitude of "Ivy." In the decade between 1955 and 1965 a coterie of discerning Hollywood hipsters appropriated the incomparable Ivy League clothing of Americas East Coast elite. These West Coast actors elevated The Ivy Look to the height of cool and defined a quintessentially American male dress code for a new

generation of movie audiences. From the button-down hip of Steve McQueen, Paul Newman and Anthony Perkins to the preppy sensibilities of Woody Allen and Dustin Hoffman; the understated but carefully selected components of The Ivy Look didn't shout "look at me!" but instead gave off an image of approachable correctness and laid back confidence. Exhaustively compiled, this coffee table volume takes an in-depth look at how "Ivy" established itself as the epitome of Hollywood style, gained a new democratic global following and a place in history as the look of modern America.

"A sumptuous and lovingly collated visual collection that can be picked-up again and again." (PORT)"First ever large format coffee table book exploring how the Ivy Look came into play on the West Coast." (HYPERBEAST)"One of the most beautiful coffee table books ... to highlight men's fashion that I've ever seen." (TGGG)"Stunning photographic tome." (LA LETTRE DE LA PHOTOGRAPHIE)"A pictorial celebration of the look and attitude of Ivy." (THE GUARDIAN)About the AuthorTony Nourmand is co-founder of Reel Art Press and editor of all R|A|P publications. Tony launched Reel Art Press in the spring of 2010, with inaugural publications, The Rat Pack and Bill Gold: PosterWorks, released in the autumn of that year to worldwide press acclaim. The company continues to go from strength to strength and 2011 has already seen the release of the celebrated Weddings and Movie Stars. Hollywood And The Ivy Look is the fourth book released by R|A|P. Tony is also the author of a further sixteen books on entertainment-related imagery. They have sold over a million copies worldwide and are recognized as authoritative texts. Titles include James Bond Movie Posters, Audrey Hepburn: The Paramount Years, The Godfather in Pictures and Stars and Cars. He also co-authored Hitchcock Poster Art and co-edited a series of books with Graham Marsh on movie poster art by the decade and by genre. Before launching Reel Art Press, Tony was renowned as a world expert on original vintage film posters. He co-owned The Reel Poster Gallery in London for twenty years and was also the Christie's London consultant for Vintage Film Posters. Graham Marsh is an art director, illustrator and writer. He has written and art directed many ground-breaking visual books, including The Cover Art of Blue Note Records, Volumes I and II, East Coasting and California Cool. He has co-authored and art directed Denim: From Cowboys to Catwalks and a series of books with Tony Nourmand on movie posters. More recently, he has released The Ivy Look and an illustrated children's book, Max and the Lost Note. Graham's illustrations have appeared in magazines, newspapers and on many CD and album covers. He has contributed to numerous publications including Country Life and Financial Times. He lives in Greenwich, South East London. Graham is the Art Director of R|A|P publications, The Rat Pack and Weddings and Movie Stars. He is also the Art Director and writer of Hollywood And The Ivy Look.