

RL Style Guide

The Definitive Guide to Ralph Lauren Style

FALL HIGHLIGHTS GUEST EDITORS RL ESSENTIALS MEN OF STYLE

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IVY LEAGUE UPDATE

CAPTURE ROBERT F. KENNEDY'S SPIRITED TAKE ON COLLEGIATE COOL

American politician Robert Kennedy laughs while sitting on top of a desk in 1960 (Photo by American Stock/Getty Images)

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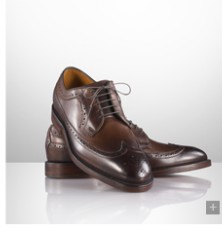
GET THE LOOK

Holiday 2012

It's no secret that the Kennedy clan had classic, preppy style down to a T. While JFK set the standard for casually refined presidential polish, his wife, Jackie, mastered a clean, simple elegance. But it was Bobby's modern take on old-school collegiate dressing—infused with an exuberant, carefree spirit—that created the accessible, youthful style so relevant today. Whether tossing a football in a chino and polo or dressed for work in a soft-tailored suit, RFK exacted Ivy League flair for a look that was fresh but never overdone. The politician makes no exception in this 1960 image, which shows that a suit doesn't need to be stuffy. To create your own Kennedyesque look, start with a classic suit in a distinguished charcoal or navy hue, and give it a contemporary edge with a pocket square in an unexpected pattern. Or try dressing down a traditional blazer with your favorite denim. Layers help, too: Throw in a professorial touch, such as a vest in nubby tweed, and top it off with a timeless repp tie. Whatever your choice, don't forget to wear it with a Camelot-worthy smile.



The keys to Ivy League style are patterns and smart tailoring



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