



## Storyteller

### Tales from a Fashion Insider

Jeffrey Banks

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- Will be part of the upcoming Metropolitan Museum show on Black fashion
- Memoir of an highly esteemed author and designer

Jeffrey Banks has blazed a remarkable path through the fashion industry. Born in Washington D.C., Banks discovered his passion for clothes at a young age. At just 16, he landed an internship at Ralph Lauren, where his precocious talent and eye for classical American design began to blossom. **Storyteller: Tales from a Fashion Insider** chronicles the designer and historian's meteoric rise, graduating from Parsons School of Design to quickly launching his eponymous menswear line in 1977. He recounts the creative and business challenges of establishing his brand, known for blending traditional American sportswear with luxurious sophistication. Banks shares intimate stories about designing for celebrities and his close friendship with Ralph Lauren, who became his mentor. Far more than a catalog of names, Banks relates hilarious and touching tales with unmatched verve. The book also explores Banks' advocacy for diversity in fashion and his efforts to support young designers. Through personal anecdotes and industry insights, the two-time Coty Award winner reflects on fashion's evolution from the 1970s through today.