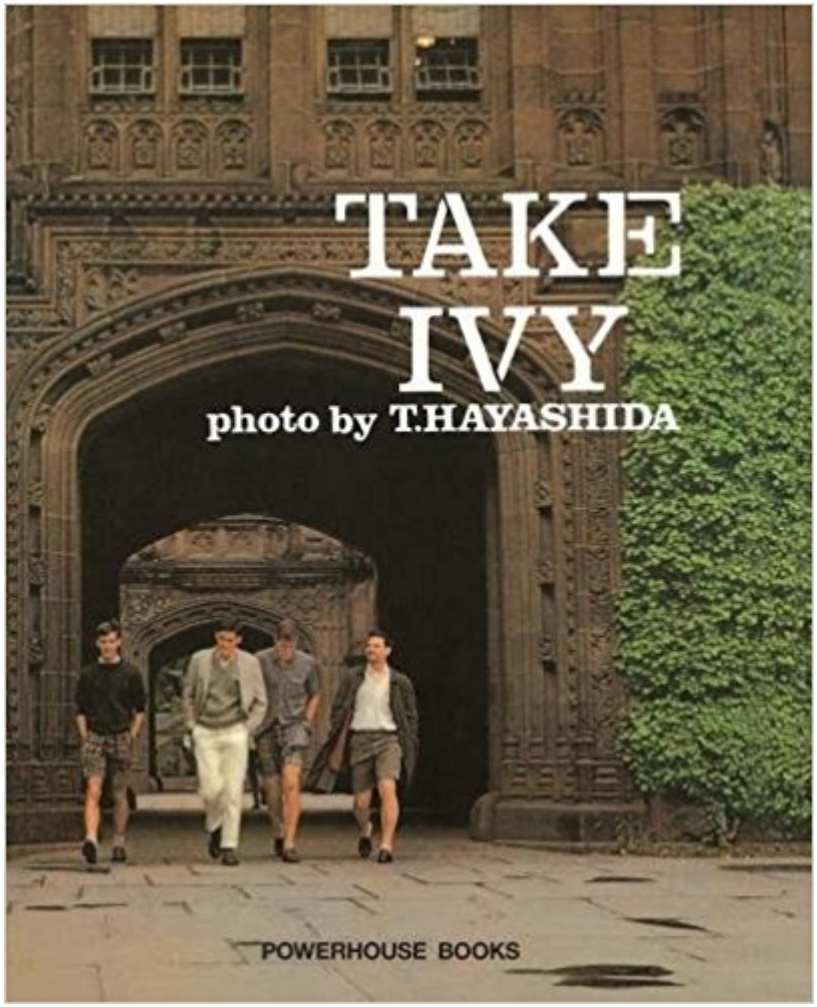
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# Take Ivy




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## Synopsis

Described by The New York Times as, Ã¢â ¬Å“a treasure of fashion insiders,Ã¢â ¬Â• Take Ivy was originally published in Japan in 1965, setting off an explosion of American-influenced Ã¢â ¬Å“Ivy StyleÃ¢â ¬Â• fashion among students in the trendy Ginza shopping district of Tokyo. The product of four sartorial style enthusiasts, Take Ivy is a collection of candid photographs shot on the campuses of AmericaÃ¢â ¬â„¢s elite, Ivy League universities. The series focuses on men and their clothes, perfectly encapsulating the unique academic fashion of the era. Whether lounging in the quad, studying in the library, riding bikes, in class, or at the boathouse, the subjects of Take Ivy are impeccably and distinctively dressed in the finest American-made garments of the time. Take Ivy is now considered a definitive document of this particular style, and rare original copies are highly sought after by Ã¢â ¬Å“tradÃ¢â ¬Â• devotees worldwide. A small-run reprint came out in Japan in 2006 and sold out almost immediately. Now, for the first time ever, powerHouse is reviving this classic tome with an all-new English translation. Ivy style has never been more popular, in Japan or stateside, proving its timeless and transcendent appeal. Take Ivy has survived the decades and is an essential object for anyone interested in the history or future of fashion.

## Book Information

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## Customer Reviews

Photographs from Take Ivy Click on the thumbnails to enlarge. View Larger View Larger View Larger View Larger

Ã¢â ¬Å“We at GQ have found endless inspiration in these pages, and designers have too." GQ Ã¢â ¬Å“Time has done little to dim the allure of Ã¢â ¬Å“Take Ivy,Ã¢â ¬Â• with its guileless snapshots of handsome, fit and presumably bright young lugs disporting themselves in dining halls, on the College Green at Dartmouth, along Nassau Street in Princeton and in Harvard Yard.Ã¢â ¬Â• New York TimesÃ¢â ¬Å“A fun addition to your shelf of sailing manuals and Kennedy biographies.Ã¢â ¬Â• Daily Candy

This is, according the publisher, a facsimile reproduction of the original 1965 book, originally, and i think exclusively, published in Japanese.Its an interesting piece of history, almost anthropology-taking a look around any campus today can yield an interesting comparison.This is NOT as the publisher has said, a high quality jcrew catalog from last season. The shots are ’on the street’ not fashion set ups.What it is: A couple of Japanese men’s photos and observations from a trip to America - published for a Japanese audience, presumably who had interest in dissecting the Ivy mystique. The mystique, and that era, are long gone, nevertheless i find it interesting to see how another culture, who admired us, viewed us.IF you buy the book with that understanding - then it’s a good value for the price and interesting read. If you are expecting a Ralph Loren store window you’ll be in for a disappointment.

This is an incredible book. It’s fascinating to look at the pictures from this era. Within a few years after these pictures had been taken, the ivy look had vanished from college campuses. Kids at ivy schools began dressing just like college students at every other college.

Very interesting "coffee table" book!! I’m not sure that I actually "read" every word of it per se. But I enjoyed it nonetheless.

Beautiful photography. I saw the pictures with accompanying Japanese text years ago. Upon advice of John Tinseth, I decided to pick this up, and I enjoy flipping through it from time to time. It’s really an interesting look at a different time.

It is great to have the opportunity of enjoying such a rare book like this. After 45 years, and a very heavy demand on the few original Japanese copies of this ultimeate ’ivileaguing’ bible, it has been a surprise to find out about its reissue and new availability.Now if you’re into True Style, you can’t miss this piece of History. Please modernists pay special attention, you’ll find loads of inspiration in

this book.For those who can read in Spanish, you can have a look at the review I wrote for the Boiler Blog: [...]Enjoy!

Great book and an amazing historical reference on the roots of the Ivy/Trad/Prep style in the Northeast. As a California native and too young to remember the heyday, this was a great way to become familiar with the origins of this now-ubiquitous menswear style.

It would be difficult for any book to live up to the extravagant praise the second coming of "Take Ivy" received on some of the styleblogs I read. Long available only in the rare and expensive Japanese original or in samizdat copies, the English-language release of "Take Ivy" some 45 years after it was first published was to be a milestone in menswear journalism ... even a touchstone for a new generation.So I have to admit a bit of disappointment that I wasn't entirely blown away by "Take Ivy." The photos are interesting, if often a bit grainy, but certainly illustrative of the "Ivy League" style of dress in 1965. I particularly enjoyed the text, written as it was by a Japanese author for a Japanese audience eager to know more about the trendy Ivy style. "As a Japanese man," he writes at one point, "I struggle to conceive of `campus wear' or `college fashion.' It is because we Japanese have been put under the spell of having to wear school uniforms. Japanese students are confined to wearing a stand-up collar jacket, day in and day out for many years. Having come from such a background, even scratching the surface of the general campus wear and college fashion is, undeniably, a daunting task" (p. 122).Undeniably. If there isn't much earth-shattering about "Take Ivy," it is still a useful reference to its particular time and place, and an entertaining time capsule for those of us who prefer a classic approach to men's style. A commenter on one of the styleblogs I mentioned above pointed out that nowhere in these photos is anyone wearing eitherÃ Â Sperry Top SidersÃ Â or LL Bean's Maine Hunting Boots, the supposed be-all and end-all of prep style. And while that is (undeniably, as our author would say) true, "Take Ivy" dates from 1965 whileÃ Â The Official Preppy Handbook, the satire that took on a life of its own as a lifestyle handbook, dates from 1980. Even in the overlapping but not identical worlds of Ivy, preppy, and American Trad style, things can change over 45 or even 15 years. "Take Ivy" is a useful indicator of how much has changed on campus and, in a certain corner of men's style, how blessedly little has changed.

The book is just OK. There isn't much info accompanying the photos. Most of the photos are also not even in color but black and white. The image quality is grainy as well. I am not sure if the original was such or the photocopying process. I honestly would not list it as an iconic archive of Ivy fashion.

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