

ralph lauren a way of living

ralph lauren a way of living is more than just a fashion brand; it embodies a lifestyle rooted in timeless elegance, classic sophistication, and a commitment to quality. For decades, Ralph Lauren has established itself as a symbol of aspirational living, blending traditional American aesthetics with modern refinement. This article explores the essence of Ralph Lauren's philosophy, its signature style, and how it has come to define a way of living that resonates with fashion enthusiasts worldwide.

Understanding Ralph Lauren: A Legacy of Elegance

Ralph Lauren, founded in 1967, started as a tie manufacturer before expanding into a full lifestyle brand. Over the years, the brand has grown to encompass clothing, accessories, home furnishings, and even fragrances. Its unique blend of preppy sophistication and timeless appeal has made Ralph Lauren a household name across the globe.

The Evolution of Ralph Lauren

From its humble beginnings, Ralph Lauren has evolved into a global empire that epitomizes American luxury. The brand's journey is marked by:

- Innovative Designs: Combining traditional styles with modern touches
- Global Presence: Over 500 stores worldwide and a robust online platform
- Diverse Collections: From Polo to Ralph Lauren Collection, catering to various tastes and lifestyles
- Cultural Influence: Endorsed by celebrities and featured in high-profile events

The Philosophy of Ralph Lauren: A Lifestyle, Not Just Fashion

At its core, Ralph Lauren's philosophy centers around the idea of living life with style, grace, and authenticity. The brand encourages individuals to embrace their personal style while appreciating the finer things in life.

Key Elements of the Ralph Lauren Lifestyle

The Ralph Lauren way of living can be summarized through several core principles:

1. Timeless Elegance: Embracing classic styles that transcend trends
2. Quality Craftsmanship: Prioritizing durability and fine details
3. Sophisticated Casual: Achieving a polished yet relaxed look
4. Heritage and Tradition: Celebrating American roots and history
5. Attention to Detail: From clothing to home decor, every element reflects refinement

Ralph Lauren's Signature Style

The brand's aesthetic blends preppy, vintage, and equestrian inspirations with modern sensibilities. Recognizable for its iconic polo logo, crisp shirts, and luxurious fabrics, Ralph Lauren's style is both aspirational and accessible.

Key Style Elements

- Polo Shirts: The quintessential symbol of Ralph Lauren's style
- Tailored Blazers: Sharp cuts that exude sophistication

- Classic Denim: Refined yet relaxed denim pieces
- Elegant Accessories: Leather belts, watches, and scarves
- Home Decor: Luxurious yet inviting furniture and textiles

Living the Ralph Lauren Way: How to Incorporate the Brand's Philosophy into Daily Life

Adopting the Ralph Lauren way of living involves more than wearing their clothes; it's about cultivating a lifestyle that reflects their values and aesthetic.

Fashion Tips

- Invest in timeless wardrobe staples like a well-fitted blazer or a classic polo shirt
- Mix high-quality pieces with casual items for a polished, effortless look
- Focus on fit and fabric to ensure longevity and comfort
- Accessorize subtly to elevate your outfit

Home Decor Inspiration

- Use rich fabrics like linen, cotton, and wool in your home
- Incorporate classic furniture pieces with clean lines
- Add vintage-inspired accents, such as antique lamps or framed art
- Emphasize comfort and elegance with plush rugs and soft textiles

Embracing the Ralph Lauren Lifestyle in Daily Activities

- Prioritize quality over quantity when shopping
- Plan experiences that reflect leisure and sophistication, such as golf, sailing, or fine dining
- Cultivate a sense of heritage through family traditions or collecting vintage items
- Travel to destinations that embody the Ralph Lauren aesthetic, like the Hamptons or European retreats

Ralph Lauren Collections: A Reflection of the Lifestyle

The brand offers a variety of collections that cater to different aspects of a refined lifestyle.

Polo Ralph Lauren

- Focuses on casual yet polished pieces
- Features the iconic polo shirt, chinos, and casual dresses
- Ideal for everyday wear that exudes effortless style

Ralph Lauren Collection

- Represents the pinnacle of luxury and craftsmanship
- Includes haute couture, evening wear, and bespoke pieces
- Perfect for special occasions and making a statement

RRL (Double RL)

- Embraces vintage Americana and rugged workwear
- Offers denim, leather jackets, and western-inspired pieces
- Suitable for those who appreciate heritage and rugged elegance

Ralph Lauren's Impact on Fashion and Culture

The brand's influence extends beyond clothing into broader cultural realms.

Celebrity Endorsements and Pop Culture

- Frequently spotted on celebrities and fashion icons
- Featured in movies and television shows
- Worn by athletes and performers, reinforcing its aspirational status

Philanthropy and Social Initiatives

- Ralph Lauren Foundation supports cancer research, education, and community programs
- Promotes sustainable practices and responsible sourcing

Conclusion: Living the Ralph Lauren Way of Living

Ralph Lauren's philosophy of a way of living emphasizes embracing heritage, quality, and timeless elegance. It encourages individuals to cultivate a personal style that reflects sophistication and

authenticity, whether through fashion, home decor, or daily experiences. By adopting the principles of Ralph Lauren, one can create a lifestyle that celebrates tradition, craftsmanship, and a refined sense of leisure.

Key Takeaways

- Ralph Lauren symbolizes an aspirational lifestyle rooted in American heritage.
- The brand's style combines classic elements with modern finesse.
- Living the Ralph Lauren way involves investing in quality, timeless pieces, and cultivating an appreciation for tradition.
- The lifestyle extends beyond clothing to home decor, leisure activities, and cultural engagement.
- Ralph Lauren continues to influence fashion and culture worldwide, embodying a way of living that is elegant, authentic, and enduring.

By incorporating the Ralph Lauren philosophy into your life, you embrace a timeless elegance that transcends fleeting trends, making every day an opportunity to live with style, grace, and purpose.

Frequently Asked Questions

What is the core philosophy behind Ralph Lauren's 'A Way of Living' campaign?

The core philosophy emphasizes a timeless, sophisticated lifestyle that blends classic elegance with modern comfort, celebrating individuality and a curated way of life rooted in American heritage.

How does Ralph Lauren's 'A Way of Living' influence current fashion

trends?

It promotes a mix of casual luxury and refined style, encouraging consumers to adopt a versatile, polished look that transcends seasons and fosters a sense of personal identity.

In what ways does Ralph Lauren embody sustainability within the 'A Way of Living' concept?

The brand incorporates sustainable practices such as responsible sourcing, eco-friendly materials, and ethical production processes to align with its vision of a conscientious and enduring lifestyle.

How can consumers incorporate Ralph Lauren's 'A Way of Living' into their daily routines?

Consumers can embrace the lifestyle by selecting timeless wardrobe staples, engaging in activities that reflect elegance and authenticity, and creating a personal space that embodies comfort and sophistication.

What role does storytelling play in Ralph Lauren's 'A Way of Living' branding strategy?

Storytelling is central, as it conveys the brand's heritage, values, and aspirational lifestyle, fostering a deep emotional connection with consumers and inspiring them to live with elegance and purpose.

Additional Resources

Ralph Lauren: A Way of Living

In the world of luxury fashion and lifestyle branding, few names evoke the same sense of timeless elegance, aspirational living, and classic Americana as Ralph Lauren. The phrase "Ralph Lauren: A Way of Living" encapsulates not just a brand but a philosophy—an embodiment of refined taste,

heritage, and the pursuit of an idealized lifestyle. This investigative review delves into the origins, evolution, cultural impact, and contemporary relevance of Ralph Lauren as a lifestyle phenomenon, exploring how it transcends mere apparel to influence a global aesthetic and way of life.

Origins and Evolution of Ralph Lauren

From Polo to Fashion Empire

Ralph Lauren, born Ralph Lifshitz in 1939 in the Bronx, New York, started his journey in fashion modestly. Initially working in the tie department of Brooks Brothers, Lauren's keen eye for classic American style soon led him to establish his own brand in 1967. His first major breakthrough came with the launch of a line of men's ties, which gained popularity for their sophisticated yet approachable aesthetic.

The pivotal moment arrived in 1971 when Lauren introduced his first full menswear collection, and in 1972, he launched the iconic Polo Ralph Lauren line, named after the prestigious polo sport associated with upper-class leisure and sport aristocracy. The Polo brand became the cornerstone of Lauren's empire, symbolizing a lifestyle rooted in the sport, leisure, and timeless elegance.

Over the following decades, Ralph Lauren expanded into a vast portfolio of brands and product categories, including women's wear, children's apparel, accessories, home furnishings, and fragrances. His approach combined a deep respect for American heritage with a modern sensibility, creating a brand that felt both aspirational and authentic.

The Brand's Philosophical Foundation

At its core, Ralph Lauren's brand philosophy—"A Way of Living"—centers on evoking an aspirational lifestyle characterized by leisure, sophistication, and authenticity. Rather than merely selling clothing, the brand offers a narrative: a romanticized vision of an idealized American life that combines leisure, elegance, and adventure.

This approach allowed Ralph Lauren to craft a visual and emotional universe that appeals to consumers seeking more than just fashion; they seek a connection to a lifestyle that embodies elegance, freedom, and tradition. The brand's storytelling through advertising campaigns, store environments, and product design all reinforce this narrative.

Key Elements of Ralph Lauren's Lifestyle Brand

Iconography and Aesthetic

Ralph Lauren's aesthetic is characterized by a blend of preppy, rustic, and vintage influences. Key visual elements include:

- Polo Player Logo: An instantly recognizable symbol representing active leisure and sporting aristocracy.
- Color Palette: Classic, muted tones such as navy, white, beige, and oxford blue.
- Patterns and Textures: Bold stripes, plaid, cable knits, and tweeds evoke a sense of tradition and comfort.
- Materials: Luxurious yet approachable fabrics like cotton, wool, linen, and leather.

The brand's imagery often features sprawling country estates, equestrian pursuits, sailing, and outdoor leisure, reinforcing its connection to the American pastoral ideal.

Product Range and Signature Items

Ralph Lauren's product offerings are designed to embody the lifestyle it promotes. Some signature items include:

- Polo shirts with the iconic logo.
- Tailored blazers and chinos.
- Rugged outerwear and field jackets.
- Home furnishings echoing classic American decor.
- Fragrances that evoke freshness and sophistication.

The brand's collections are carefully curated to maintain consistency with its aspirational narrative, often blending casual comfort with high-quality craftsmanship.

Advertising and Brand Storytelling

Ralph Lauren's advertising campaigns play a crucial role in shaping its image. They often feature:

- Romanticized scenes of leisure: sailing, horseback riding, tennis, and garden parties.
- Models in timeless, elegant attire set against picturesque backdrops.
- Narratives that evoke nostalgia and aspiration.

Campaigns are crafted to foster an emotional connection, positioning Ralph Lauren as a symbol of a desirable lifestyle rather than just clothing.

Ralph Lauren as a Cultural Phenomenon

Influence on American Identity and Global Fashion

Ralph Lauren's brand has deeply influenced the perception of American identity, embodying ideals of freedom, leisure, and understated sophistication. Its aesthetic has become synonymous with the "preppy" look—clean, classic, and collegiate—popularized in the 1980s and 1990s.

Globally, Ralph Lauren has elevated American style on the world stage, often associated with the affluent, the adventurous, and the refined. Its presence in major cities, flagship stores in fashion capitals, and collaborations with artists and designers have cemented its status as a cultural icon.

Impact on Lifestyle and Consumer Culture

Beyond fashion, Ralph Lauren has established a lifestyle brand that extends into:

- Home decor: furniture, bedding, and kitchenware reflecting its aesthetic.
- Hospitality: luxury hotels and restaurants inspired by its design ethos.
- Events and Sponsorships: polo matches, charity events, and sports sponsorships that align with the brand's image.

Consumers are invited to adopt this way of living, aspiring to emulate the grace, leisure, and elegance portrayed in Ralph Lauren's universe.

Contemporary Relevance and Challenges

Modernization and Digital Expansion

In recent years, Ralph Lauren has embraced digital transformation, expanding its e-commerce platform, social media presence, and virtual experiences. Initiatives include:

- Augmented reality fitting rooms.
- Influencer collaborations.
- Limited-edition collections that appeal to younger generations.

While maintaining its heritage aesthetic, the brand seeks relevance in a fast-changing retail landscape.

Issues and Criticisms

Despite its success, Ralph Lauren faces challenges:

- Brand Dilution: The vast expansion risks diluting the core identity.
- Sustainability: As consumers become more eco-conscious, questions around sourcing, manufacturing, and environmental impact have arisen.
- Cultural Appropriation and Representation: The brand's portrayal of Americana and leisure has occasionally been scrutinized for cultural insensitivity.

Efforts are underway to address these issues through sustainability initiatives and more inclusive marketing.

Competitive Landscape

Ralph Lauren operates in a highly competitive luxury and premium lifestyle market, contending with brands like Tommy Hilfiger, Lacoste, Brooks Brothers, and emerging direct-to-consumer labels. Its ability to balance heritage with innovation remains crucial for maintaining relevance.

Conclusion: A Timeless Lifestyle or Transient Trend?

Ralph Lauren's identity as "A Way of Living" is rooted in its ability to craft a compelling narrative that resonates across generations. Its focus on American heritage, classic aesthetics, and aspirational leisure has built a brand that extends beyond fashion into a broader cultural phenomenon.

While facing contemporary challenges—sustainability, digital transformation, and shifting consumer values—Ralph Lauren continues to adapt without losing sight of its core philosophy. Its enduring appeal lies in its promise of a lifestyle that combines elegance, authenticity, and comfort—an ideal that many aspire to, and some live.

In sum, Ralph Lauren remains a quintessential symbol of a particular American Dream—one that is as relevant today as it was decades ago. Whether as a fashion statement or a reflection of a lifestyle, the brand's influence endures, affirming that it is not just about clothes but about embodying a way of living that celebrates timeless elegance and leisure.

[Ralph Lauren A Way Of Living](#)

ralph lauren a way of living: *Ralph Lauren A Way of Living* Ralph Lauren, 2023-09-26 A stunning celebration of Ralph Lauren's signature home collections—including the designer's own homes—which have inspired the world of interior design for nearly half a century. The cinematic vision of Ralph Lauren is brought to life with a stunning and intimately written book that spans

decades of innovation and influence by the iconic American designer. *Ralph Lauren: A Way of Living*, published by Rizzoli New York, commemorates the 40th anniversary of the home collection with the first comprehensive volume dedicated to the signature style of Ralph Lauren and his pioneering lifestyle approach to design. From trailblazing innovations that revolutionized the home industry to conceptualizing residential retailing and perfecting the art of hospitality, Lauren has created a multifaceted world that evokes emotion and inspires a more beautiful way of life. This special volume presents a visual timeline of Ralph Lauren's remarkable history as a lifestyle innovator. Lauren's unparalleled ability to seamlessly blend fashion and the home is illustrated with the groundbreaking designs and innovative use of materials that have distinguished the home collection since its inception in 1983: menswear-inspired Oxford Cloth bedding that required the creation of special looms and took two years to refine; the sleek RL-CF1 chair, crafted of carbon fiber and inspired by Lauren's McLaren F1 racecar; and an appreciation for a timeworn, weathered aesthetic, as exemplified in the iconic Writer's Chair with its hand-burnished leather and rich patina. Historic achievements such as the opening of his first New York City flagship on Madison Avenue – which invited guests to experience the complete World of Ralph Lauren in a residential environment – and his renowned restaurants that offer the epitome of gracious hospitality, demonstrate the magnitude of Ralph Lauren's influence on the worlds of lifestyle design and hospitality. The timeline is complete with quotes from distinguished members of the design world and prominent figures of our culture including Oprah Winfrey, Hillary Rodham Clinton, and architecture critic Paul Goldberger. Ralph Lauren's signature ability to create transportive environments begins with his private homes that inspire his iconic lifestyle collections. *Ralph Lauren: A Way of Living* offers an in-depth look at all the places Lauren calls home, from a sprawling ranch in Colorado and an island retreat in Jamaica, to a Fifth Avenue penthouse overlooking Manhattan's Central Park, a seaside home in Montauk and a country estate in Bedford. Lauren's homes are deeply personal expressions of his vision for living; captivating imagery is complemented by essays and descriptions written in his own words that intimately express the meaning of home and share inspiration and anecdotes for each residence. The photos of Lauren's captivating homes are followed by a celebration of Ralph Lauren Home's lifestyle collections – cinematic worlds that are brought to life with iconic imagery showcasing Lauren's pioneering lifestyle approach and all-encompassing home collection. *Ralph Lauren: A Way of Living* honors the life and work of a true visionary and innovator. Ralph Lauren's monumental impact on the way we live is as recognizable today as it was groundbreaking 40 years ago. His vision is not about trends of the moment, but is built upon values and things that last, and his legacy will continue to shape the places we call home. Cover photo by Richard Corman.

ralph lauren a way of living: RALPH LAUREN RALPH. LAUREN, 2023

ralph lauren a way of living: Preppy Style Rosalyn Gomersall, 2025 Full of nostalgic and inspirational illustrations, *Preppy Style* provides a historical overview of prep culture, from iconic looks to the newest preppy trends--

ralph lauren a way of living: *Living It Up* James B. Twitchell, 2003-07-02 From neighborhood supermarkets stocked with designer water to the exclusive boutiques of Madison Avenue, this witty look at spending habits joins *Bobos in Paradise* and *Why We Buy* in capturing what drives the way consumers live (and shop) today.

ralph lauren a way of living: *Living Smart--New York City* Craig Wroe, 2005-07 (Limelight). New York City is proud of its Donald Trumps and Woody Allens, its Matthew Brodericks and Sammy Sosas, but the backbone of our great teeming metropolis is made up of teachers and sales reps, cashiers and consultants, actors and cab drivers, public defense lawyers and personal trainers. With these people in mind, actor/teacher and 20-year New York City veteran Criag Wroe pounded the pavement with notebook in hand, traveling all over the city comparison shopping. When he found stores that were giving people a fair break on price and product and service providers who understood the value of offering more for less, he wrote down their names, addresses, and details in his big book *Living Smart: New York City The Ultimate Insider's Guide for the Budget Savvy*. The book includes several listings, such as frugal living websites, important/emergency phone numbers,

ways to avoid health insurance scams, inexpensive yoga and meditation classes, and much more. If you have to choose between purchasing a good haircut or a good meal, then you need this book!

ralph lauren a way of living: *New York Magazine* , 1973-10-29 New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

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ralph lauren a way of living: *Living Next Door to Alice* Marisa Mackle, 2008-12-11 Tired? Grumpy? Feeling insecure? Then what you really need to feel better about yourself is... a supermodel coming to live next door. Tanya knows that in life there will be depressingly beautiful super-beings crawling around somewhere. But why do they have to become her neighbour? The problem is, stunning newcomer Alice (very famous in Japan) seems to have taken firmly against Tanya. Which means that when Tanya gets her first assignment in her dream job as a stylist, she's horrified to be working with Alice. But not as horrified as she would be if she knew what Alice really had in store for her...

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ralph lauren a way of living: Road Trip of the Living Dead Mark Henry, 2011-02-01 With her zombie gal pal Wendy and vampy sidekick Gil, celebrity party girl Amanda Feral is ready to take a big bite out of Seattle's supernatural nightlife. But what's a zombie chick to do when her Mommie Dearest gets sick? If you're Amanda Feral, you can either ignore the wicked old witch--or bury the past by visiting Ethel before she kicks it. Packing their stiletto pumps and plasma into a sketchy rattrap on wheels that used to be a Winebago, Amanda, Wendy, and Gil hit the highway. Of course, they'll have to navigate past some neo-Nazi skinheads, a horny dust devil, a hunky werewolf cop, and an unsightly horde of Kmart shoppers. But for this glamorous gang of ghouls, this trip is about to take a dangerous detour that could give road kill a brand new meaning. . . Praise for Mark Henry and His Amanda Feral Zombie Novels Fun, fun stuff. I'll never think of zombies in quite the same way again. Patricia Biggs, #1 New York Times bestselling author on Battle of the Network Zombies Sexy, funny, and twisted. You've never read anything like this! --Richelle Mead on Happy Hour of the Damned

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ralph lauren a way of living: Barclay Butera Modern Living Barclay Butera, 2016-06-08 Today's modern living is more than great style and good decorating; it's a way of life. For the past several decades, Barclay Butera has dedicated himself to creating beautiful spaces for his discerning clientele. In his fifth book, Modern Living, we invite you to take in sixteen exceptional homes, carefully crafted to radiate the lifestyle of their inhabitants. Glimpse stunning retreats with mountain-studded skylines, and relaxing abodes surrounded by palm-lined vistas. Discover Barclay's unique ability to create enchanting homes, where one can escape their hectic pace of life, and simply sit back and enjoy the serenity of their environment. For Barclay, that's the definition of modern living. Barclay Butera is the author of Living on the Coast; Getaways and Retreats; and Past,

Present, Inspired. He has also appeared on NBC's Today Show, Extra!, CBS, ABC, Fox, Beautiful Homes & Great Estates and HGTV; and has received press in the New York Times, Los Angeles Times, Wall Street Journal, House Beautiful, Traditional Home, Veranda, House & Garden, Elle Decor, Western Interiors & Design, Luxe, Robb Report, Esquire, and 1stdibs.com.

ralph lauren a way of living: Organized Living Shira Gill, 2023-10-03 Kickstart your organized life with this inspiring visual guide from the author of *Minimalista*. "A fresh, global, and beautifully diverse perspective on calming the clutter."—Kelli Lamb, author of *Home with Rue* and editorial director of *Rue People* are naturally curious about the homes of professional organizers. *Organized Living* was inspired by Shira's desire to provide a glimpse into a rarely-seen world: The homes of people who organize others. Shira showcases the homes of twenty-five international home organizers, offering an exclusive behind-the-scenes look into this meticulously kept world. *Organized Living* introduces you to the aspirational spaces of the most organized people in the world, the organizers themselves, and the passion that fuels their work. Through stunning images and absorbing interviews, you'll gain expert tips and resources, loads of visual inspiration, and clever organizing hacks you can use in your own home, such as: • Ditching the packaging • Choosing stylish storage • Elevating the most neglected spaces • Putting things away, right away Through books, TV shows, and social media platforms, home organizers have been elevated as top lifestyle influencers and have cemented their place in the cultural zeitgeist. And Shira Gill, the organizer of organizers, is the perfect tour guide to walk us through these professional organizers' homes. If you're seeking less clutter, overwhelm, and stress in your life, and are looking to create more time and energy for the things that matter most, *Organized Living* is your chance to learn directly from the best in the business.

ralph lauren a way of living: Numbers and You: A Numerology Guide for Everyday Living Lloyd Strayhorn, 2011-01-12 Harness the power of numbers! Numerology has been around since the sixth century B.C. and has been used throughout the ages to reveal the secrets of personality . . . to determine the numerical vibrations surrounding different aspects of life . . . and to select the key numbers in your life that will lead to happiness and prosperity. If you can count on your fingers, you can use this ancient system to discover: • What is the purpose of your life? • Which day is your sexuality highest? • Which lottery numbers should you choose? • When is the best time to make decisions? • What cities are the best for you to live in? • How can you tell if someone's right for you? Featuring numerological profiles of famous people and trends!

ralph lauren a way of living: Living Proof John Harvey, 2012-02-14 In the North of England, a cop hunts for a homicidal woman: "Smartly paced, slyly humorous, unsentimental about police work . . . one of his best" (Kirkus Reviews). Although the cop who finds the man in Alfreton Road describes him as "absolutely stark bollock naked," that is not quite true—he is wearing a sock. The naked man is flabby, middle-aged, and bleeding heavily, in no shape to be sprinting down the street at three in the morning. After the ER doctors patch up his stab wound, the man tells the police he was attacked by a prostitute. Then he clams up, embarrassed, and refuses to even give his name. This is the fourth such recent attack reported to police inspector Charlie Resnick's thinly stretched Nottingham police department. Two victims were salesmen; the other was a traveling Italian soccer fan, lured away from his friends by a redheaded beauty. It's up to Resnick to find a link between the crimes, and to nab the perpetrator before more of the city's men let their basest urges lead them into peril.

ralph lauren a way of living: Promoting Sustainable Living Justyna Karakiewicz, Audrey Yue, Angela Paladino, 2015-05-01 Current images of sustainability are often designed to instil fear and force change, not because we believe in it, but because we fear the consequences of inaction. Moving away from negative portrayals of sustainability, this book identifies the factors that motivate people to aspire towards sustainable living. It introduces the notion of sustainability as an object of desire that will allow people not to be scared of the future but rather to dream about it and look forward to a better quality of life. Tracing the history of major changes in our society that have dramatically altered our perceptions, beliefs and attitudes about sustainability, the book analyses the role of communications in persuading people of the benefits of sustainable living. It describes

our current desires and dreams and explains why we need to change. Finally, the book suggests what could be done to not only make sustainability an object of desire, but also introduce hopes and dreams for a better future into our everyday lives. This inspiring and interdisciplinary book provides innovative insights for researchers, students and professionals in a range of disciplines, in particular environment and sustainability, sustainable marketing and advertising, and psychology.

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