

Press Release

## LOCAL DESIGNER LAUNCHES DEBUT FASHION NOVELETTE

*“How Polo became more than just a sport, The story of the early years of Ralph Lauren. The author, Tammy Duffy interviewed three of Ralph's early employees, three legends in fashion. Ken Giordano, designer, Sal Cesarani and prior CEO of Brioni, Joe Barrato. They shared their stories of the early years of Polo with DUFFY. This book also focuses on Ralph Lauren, who is not just a fashion icon and legend but an amazing philanthropist.”*

Hamilton, NJ, June 12, 2013— Local fashion designer and author and medical device sales representative of Hamilton, will debut her fashion novelette “How Polo Became More than Just a Sport, The Story of the Early Years of Ralph Lauren” on Amazon.com on June 21, 2013. She is planning a book signing party in July for the launch of this fashion book.

DUFFY, a fashion designer, physicist, artist, athlete, photographer, and philanthropist has been working toward publication for the past year while working full time in fashion and medicine. In addition, she is the CEO of DUFFY and a published author in Dalliance Fashion magazine. Duffy also focuses on helping her community by volunteering and assisting in many passionate non profits and disease focused charities.

Set in New York City in the heart of the fashion district, “*How Polo became more than just a sport, The story of the early years of Ralph Lauren*” is the real life story of how these three men helped start the largest fashion empire in the world, Ralph Lauren. The author, Tammy Duffy interviewed three of Ralph's early employees, three legends in fashion. Ken Giordano, designer, Sal Cesarani and prior CEO of Brioni, Joe Barrato. They shared their stories of the early years of Polo with DUFFY. This book also focuses on Ralph Lauren, who is not just a fashion icon and legend but an amazing philanthropist.

For more than 45 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. Ralph Lauren is an American fashion legend. He is an inspiration, a dreamer and a dedicated philanthropist. The world is a more beautiful and better place because Ralph Lauren is here guiding all of us. A man with a beautiful heart and a vision that has never waivered. He keeps us all beautiful. He is a man who is saving lives every day with his passion. It's personal for him.

Duffy is available for interviews and appearances. For booking presentations, media appearances, interviews, and/or book-signings contact [info@tammyduffy.com](mailto:info@tammyduffy.com). The book will be available for sale June 21, 2013 on [amazon.com](http://amazon.com).