A vertical strip of a collage featuring several black and white photographs. At the top, a man in a patterned shirt and plaid pants is seen from behind, leaning against a wall. Below him, another man in a blue patterned shirt holds a framed photograph. In the foreground, two women are shown; one is holding a telephone receiver. The background includes a window with a view of a landscape and a framed portrait on the wall.

BLACK IVY REVOLT

# IVY ROOTS

BLACK IVY REVOLT

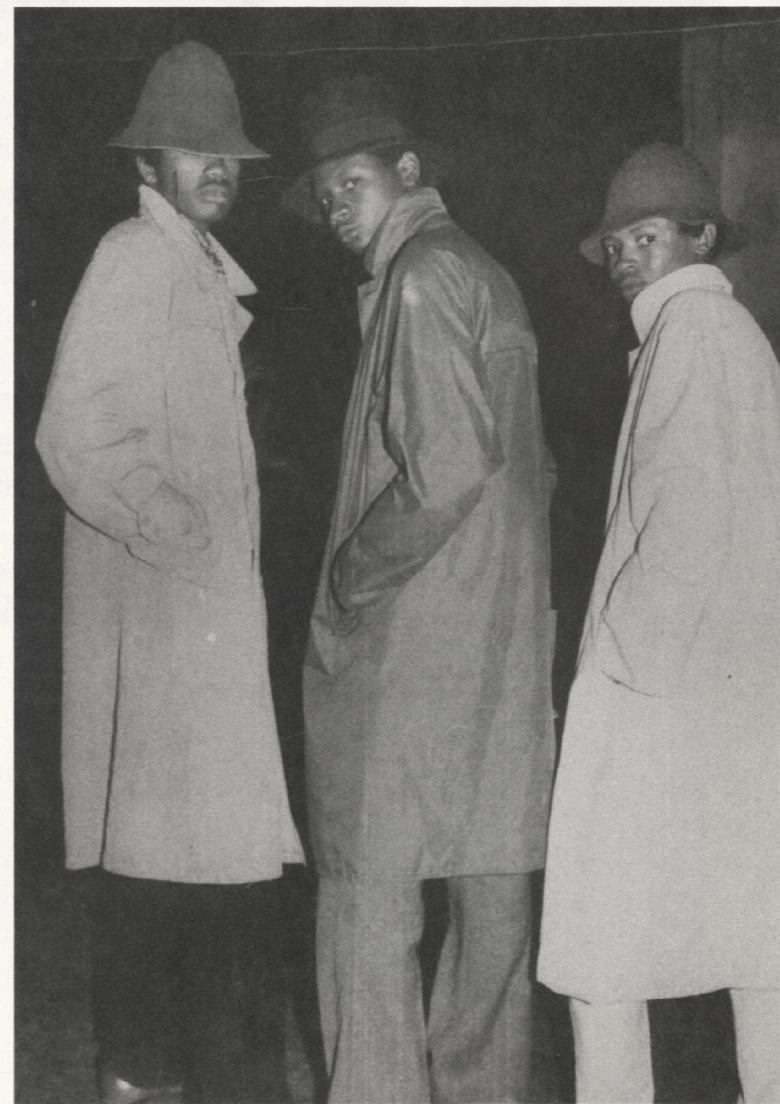
# IVY ROOTS



BLACK IVY  
REVOULT

IVY ROOTS

STYLE OF THE  
PAST AND NOW

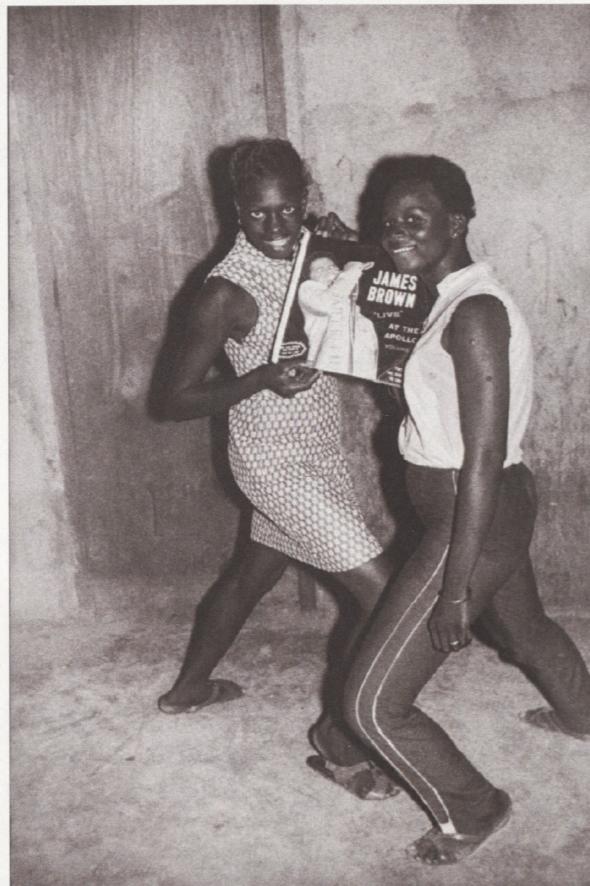


BLACK IVY  
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# BLACK



# IVY

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It is a rare event when a volume comes along that skews our understandings of fashion as effectively as Black Ivy A Revolt in Style, which will be published in the United States in December. Many images assembled in the coffee-table volume may be familiar including iconic documents of the civil rights movement and magazine pictorials featuring literary idols like James Baldwin and the influential jazz album covers from the heyday of Blue Note Records but it was not until Jason Jules assembled them in one place and under one rubric that a clear theme and thesis emerged.

In Mr. Jules's telling, the adoption by generations of Black men of sartorial codes originating among a white Ivy League elite may initially have been a natural inflection point in the arc of men's wear evolution. Yet it was also a conscious development, one with a strategic agenda that extended well beyond the obvious goal of looking good. In two recent telephone conversations from Paraguay and London, where he has homes, Mr. Jules, a fashion insider who considers Steve Urkel, a preppy-nerdy character in the '90s sitcom *Family Matters*, his style paragon, talked about the journey that deepened his understanding of Black Ivy style.



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Dr. Martin Luther King, Jr. leads a civil rights march to Jackson, Mississippi which began from Hernando, Mississippi, where James Meredith was shot on June 6, 1966



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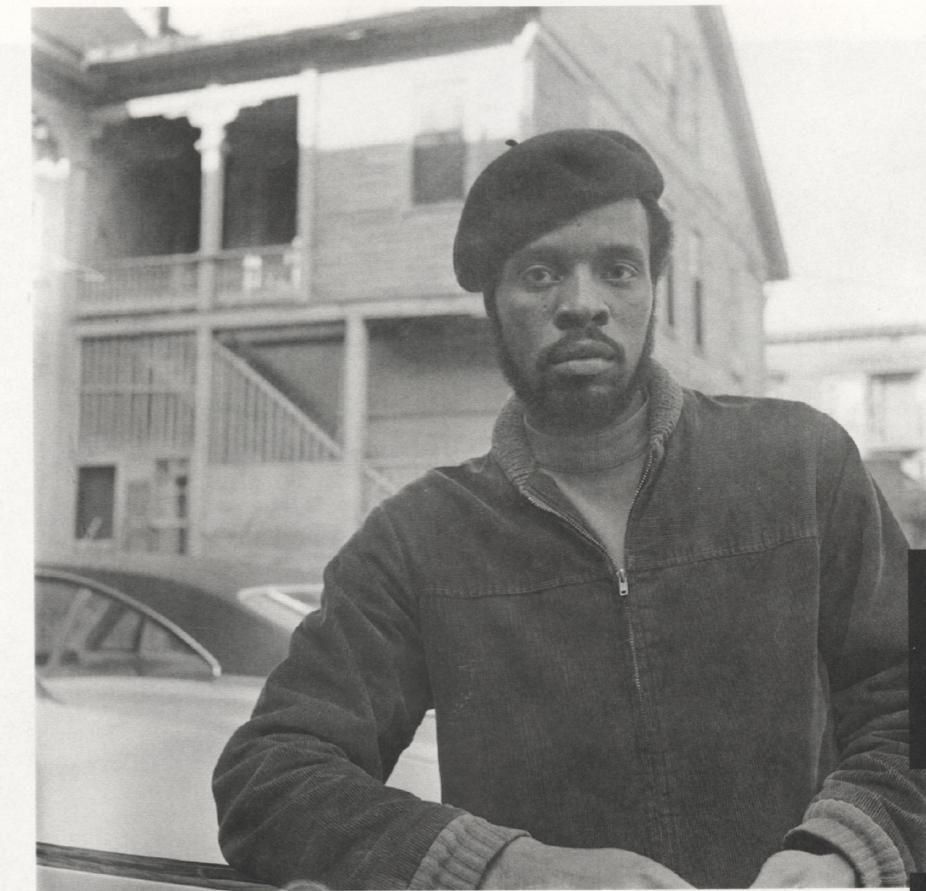
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**BLACK IVY STYLE  
BECAME  
A THING IN AND OF  
ITSELF, DISTINCT  
FROM IVY BUT  
ALWAYS RELATED  
TO IT.**

DESIGN FOR PUBLISHING  
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