



All for the Love of Lo: A Glimpse at Fanatical Collectors of Ralph Lauren Clothing

Daniel Leef

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All for the Love of Lo: A Glimpse at Fanatical Collectors of **Ralph Lauren Clothing**

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All for the Love of Lo: A Glimpse at Fanatical Collectors of Ralph Lauren Clothing Daniel Leef MILLIONS OF PEOPLE OWN AND WEAR RALPH LAUREN CLOTHING BUT US LO HEADS HAVE A DEEPER APPRECIATION FOR THE LABEL. IT GOES BEYOND A LIFESTYLE: IT'S A TRUE PASSION, ALMOST AN ADDICTION. LO HEADS COME IN ALL SHAPES AND SIZES: SOME COLLECT ALL RALPH LAUREN; SOME JUST POLO PONY LOGOS; SOME JUST RRL; SOME JUST 1992 STADIUM, ETC. WHATEVER RALPH LAUREN YOU ALMOST RELIGIOUSLY COLLECT MAKES YOU A TRUE LO HEAD. THE EXCITEMENT WE GET—WHETHER IT'S FROM A NEW PIECE, AN OLD PIECE, A PIECE YOU'VE BEEN LOOKING FOR THAT COMPLETES OR STARTS A SERIES, OR A PIECE YOU'VE NEVER SEEN BEFORE—IS UNPARALLELED. WHEN TWO LO HEADS GET TOGETHER, WE CAN TALK ABOUT POLO FOR HOURS, ABOUT WHY AND WHEN WE STARTED COLLECTING, ABOUT PIECES WE HAVE, PIECES WE WANT, A PIECE WE'VE ONLY HEARD ABOUT, AND WHAT WE BOTH HAVE FOR TRADE. WHAT'S RALPH REMAKING OR DOING THAT'S NEW? WHAT'S ON EBAY? WE'VE EVEN GIVEN NAMES TO PIECES OR LINES THAT RALPH HAS PRODUCED. WE'VE GOT OUR OWN LINGO FROM DAN & DAVE T-SHIRTS TO SUICIDE GOOSES, CARTOON BUTTON-UPS, RODEO DENIMS AND COOKIE BOOTS, JUST TO NAME A FEW.



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