

*Lansky Bros.*SM
Clothier to the King™
Memphis

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Lansky Brothers urges children to follow their dreams...

**LANSKY CHILDREN’S BOOK SHOWS CHILDREN HOW TO BE
CONFIDENT AND FOLLOW THEIR DREAMS.**

Memphis, TN, June 9, 2017 –Lansky Brothers of Memphis announced today the release of the children’s book, “Come On In, Young Man!” The book tells the story about the friendship between Bernard Lansky and Elvis Presley.

In the spring of 1952, Bernard’s simple invitation to Elvis changed the world of music and clothing. “Come on in, young man!” said Bernard. His gesture of kindness to the young man looking in his store window on famous Beale Street in downtown Memphis, Tennessee led to a friendship that lasted a lifetime and gave the young man the confidence he needed to dress and perform in his own style.

Hal Lansky explains his father’s friendship with Elvis: “My father would talk to anybody. It didn’t matter if they were rich or poor, black or white, famous or not. Maybe that’s why he hit it off with Elvis. Elvis just knew ‘Mr. Lansky’ would treat him right.”

Hal, along with his daughter, Julie Lansky, wanted to create a children’s book that showed that hard work and confidence could make dreams come true. Just like in the Elvis movie of the same name, the book’s message is clear: “Follow that dream.”

Hal and Julie enlisted the help of George Karalias to design, write and produce the book.

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Keelan Parham, an accomplished caricaturist, was asked to create the vibrant, retro style illustrations for the story. The book is published by Karalias Productions.

The book will be available for purchase in June at all Lansky Brothers Memphis store locations as well as online at <http://www.lanskybros.com/Come-On-In-Young-Man--P2094.aspx>

About Lansky Brothers of Memphis, Inc.

Beale Street beginnings, 1946: “Son, here’s the world. Now go and get it.” Bernard Lansky’s father gave him advice on his 18th birthday telling him that he could conquer anything as long as he worked hard. Bernard’s work ethic was inherited from his father and with this his entrepreneurial spirit was born. Bernard started his business by sensing that there was a void in the Memphis market and his willingness to adapt and change over the years is part of Lansky Bros. storied success. From an army surplus store to high fashion clothing where noted Memphis musicians honed their style, Bernard Lansky paved the way and that’s how Lansky Bros. earned credibility in the fashion industry across the world. Along with the 126 Beale Street location, Lansky Brothers has four retail locations in the historic Peabody Hotel.

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