

Tie This On For Size

christianMICHEAL is the dream of Kansas City designer Christian Micheal Shuster. "I wanted to offer a fresh look and cutting edge to the traditional necktie, ensuring every design is a power-tie." Strong colors and bold prints bring the christianMICHEAL dream to life in 2007. A Kansas City label with a strong artistic vision and a clear-cut sense of business, their goal is to "bring back the necktie as a centerpiece of men's fashion," ---all the while assisting men with a self-assurance in their own fashion choices. Focusing first on men's neckties and with a vision for the future, a future that Christian hopes includes a full line of men's fashion.

Christian says he had a dose of reality when he landed his first advertising job at the age of 19, and needed a new wardrobe. He says that when he shopped in his price range, the ties were disappointing at best and there were only two types, either mass produced-everyone-has- this- one or high end and high dollar options. His niche was clear, ties for younger men that are concerned about fashion and want a tie that says so. It is a bonus, Christian says, that now they can have one without breaking the budget. This being said, every christianMICHEAL tie retails for \$39.99, giving the consumer a high-end designer necktie for an affordable price, and anyone buying higher end ties knows this is a very fair price for the quality you receive. All ties are handmade using 100% woven silk and every design is constructed with perfection in mind. Stain resistant and able to maintain crease integrity, these ties are made for modern life. "My design palette is very diverse, from the young, active man making a strong fashion statement to traditional designs



for the corporate boardroom, which at the same time give a slight edge." He keeps tie sizes consistent with current trends, and currently that is 3 3/4 inches wide at the widest point, depending on the chosen design. All of their ties are 58 inches in length; this is the standard necktie length available at most stores and fits most people.

"There is a need for a return to the art of ties, for the younger generation especially." There just seems to be a much more casual work environment these days, in fact I have been asked

How to tie the Windsor knot.

A full knot best suited for spread collar shirts.

1. The wide end "A" should extend about 12 inches below narrow end "B". Cross wide end "A" over narrow end "B".



2. Bring wide end "A" up through loop between collar and tie; then back down.

3. Pull wide end "A" underneath narrow end "B" and to the left, and back through the loop again.



4. Bring wide end "A" across the front from left to right.

5. Pull wide end "A" up through the loop again.



6. Bring wide end "A" down through the knot in front.

7. Using both hands, tighten the knot carefully and draw up to collar.



to dress down at my day job in corporate sales at Hallmark." The fact is, there are still plenty of men who enjoy dressing well and wearing ties, and Christian's sales indicate as much. He says he is working hard to keep up with demand, which is a good sign, for Christian and for the return to a lost art form.

Learn more about christianMICHEAL ties by visiting christianmicheal.com

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