



SOUTH BEACH TIES

MISSION STATEMENT

Being confident is about more than looking great. It's a feeling. South Beach Ties understands that the magic is in the detail and that the beauty of individualism can be expressed through the garments we wear. We'll bring the beach, you take care of the business.



SOUTH BEACH TIES

THE STORY

The garments we wear do more than show the world that we're stylish. They make a statement about who we are. With anything, true magic lives in the details. When you've put together a solid outfit it often lacks the final touch. With a simple dress, it may be a pair of heels, or the perfect shade of lipstick. With a fine tailored suit: a tie.

Right now, there's a war between the corporate working world and individualism. Personal style is often compromised for the sake of conformity. We often think that in order to remain professional, we have to sacrifice expressing ourselves creatively. South Beach Ties bridges the gap between ordinary dress and artistic flavor by bringing the beach to business.

In 2004, four friends saw a niche missing in a market that often omits the creative voice. With some faith and grit they managed to find the perfect medley. In the Lake Como region of Italy, the ties are hand-sewn using 100% of the finest silk. The unique craftsmanship aims to cultivate a real homegrown connection between product and consumer. South Beach Ties is a brand that knows although fashions will fade with time, style is eternal. If you're seeking professional chic while still acknowledging your adventurous side, this is your brand.

OPTION 1

MIDDAY MYSTERY

Enjoying the true essence of life, daily.

Keywords: Mystery, Sophisticated, Magical, Worldly

People: Al Pacino, Robert Dinero, Celia Cruz

Music: Smooth Jazz

Animal: Dolphin

Colors: Forest Green, Soft Pink, Light Muted Brown

Midday mystery is a break from the ordinary; a recess in the middle of the day – away from obligations, away from business. Airy spaces and natural lighting work best to bring us back to nature and keep us grounded. Subtle clues of geometric figures evoke an element of mystery that suggests the working individual can be connected socially, while still enjoying his solitude.

OPTION 2

BOSSA NOVA

Nurturing relationships through social camaraderie.

Keywords: Leisure, Social, Camaraderie, Tropics

People: Tony Montana, The Godfather

Music: Reggae, Samba

Animal: Cockatiel, Puffin, Flamingo

Colors: Deepened Mint, Taupe, Cream, Champagne, Orange

Social camaraderie is a past-time often neglected in the business world. Bossa Nova combines vintage themes with contemporary twists that heighten the experience of social leisure among friends. Mixing confidence with personal style, South Beach Ties injects flavor into the ordinary – you're not just wearing a tie, you're embodying a lifestyle. If there's a limit on leisure, Bossa nova knows no boundaries.

OPTION 3

SUNSET SOCIAL

Escape the day, socialize with ease.

Keywords: Release, Escape, Unwind, Relief

People: Taika Waititi

Music: Parade Jazz, Cuban-Fused Instrumentals

Animal: Husky

Colors: Maroon, Neon Blues and Pinks, Yellow

There's a golden time of day just before the sun sets and the night moves in. While on the beach, you can see the sky unwind behind the horizon. Sunset Social is the summit of this transition. Shades of vibrant neon set the scene for socializing with your best friend after escaping the ordinary of the work day. Grab a table and a cocktail. Release, unwind, relax... but do it in style.