

# INSIGNIA DESIGN GROUP

A Division of the PVH Neckwear Group



EVERYTHING LOOKS BETTER IN A TIE

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**INSIGNIA**  
DESIGN GROUP

### *Purveyors of Artisanal Ties*

Just as an Insignia represents a bond, a shared value, the Insignia Design Group leads in its commitment to artisanal craftsmanship and unyielding design excellence. Because, unlike any other men's garment, neckwear reflects the inner man—the I in you.

The Insignia Design Group represents a select, unparalleled collection of world-class, internationally renowned, yet highly distinct, designer attitudes and brands. And although we offer a full range of lifestyle design statements, you can count on the consistently superlative quality of any tie worthy of Insignia designation. The finest silks, woven by many of Italy's pre-eminent craftsman, representing mills steeped in artisan traditions, forged into statements of American craftsmanship in our own Los Angeles factory—bringing the visions of today's most gifted designers to life—offering the most brilliant hues and luxurious fabrics available anywhere.

*Life should never be ordinary and we believe in one thing,  
EVERYTHING LOOKS BETTER IN A TIE.*





Today is the big day.  
Even before the alarm  
had a chance to ring,  
his hand sprang forward  
to turn on the light.  
He had to be good.  
He had to be great.  
He had to be seen.





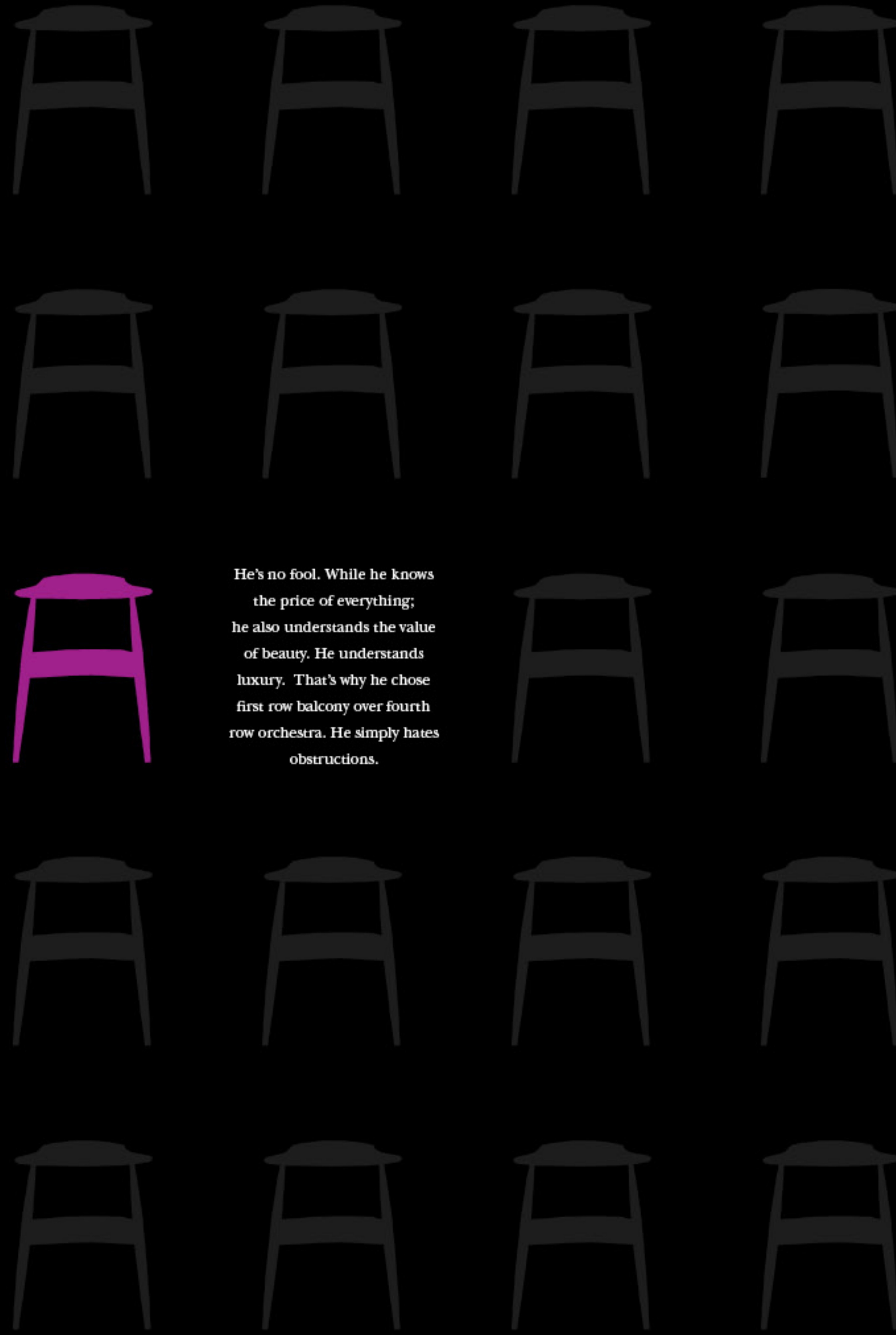
  
VALENTINO

*Lighting up the Boardroom*  
EVERYTHING LOOKS BETTER IN A TIE





He's no fool. While he knows the price of everything; he also understands the value of beauty. He understands luxury. That's why he chose first row balcony over fourth row orchestra. He simply hates obstructions.





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**MICHAEL KORS**

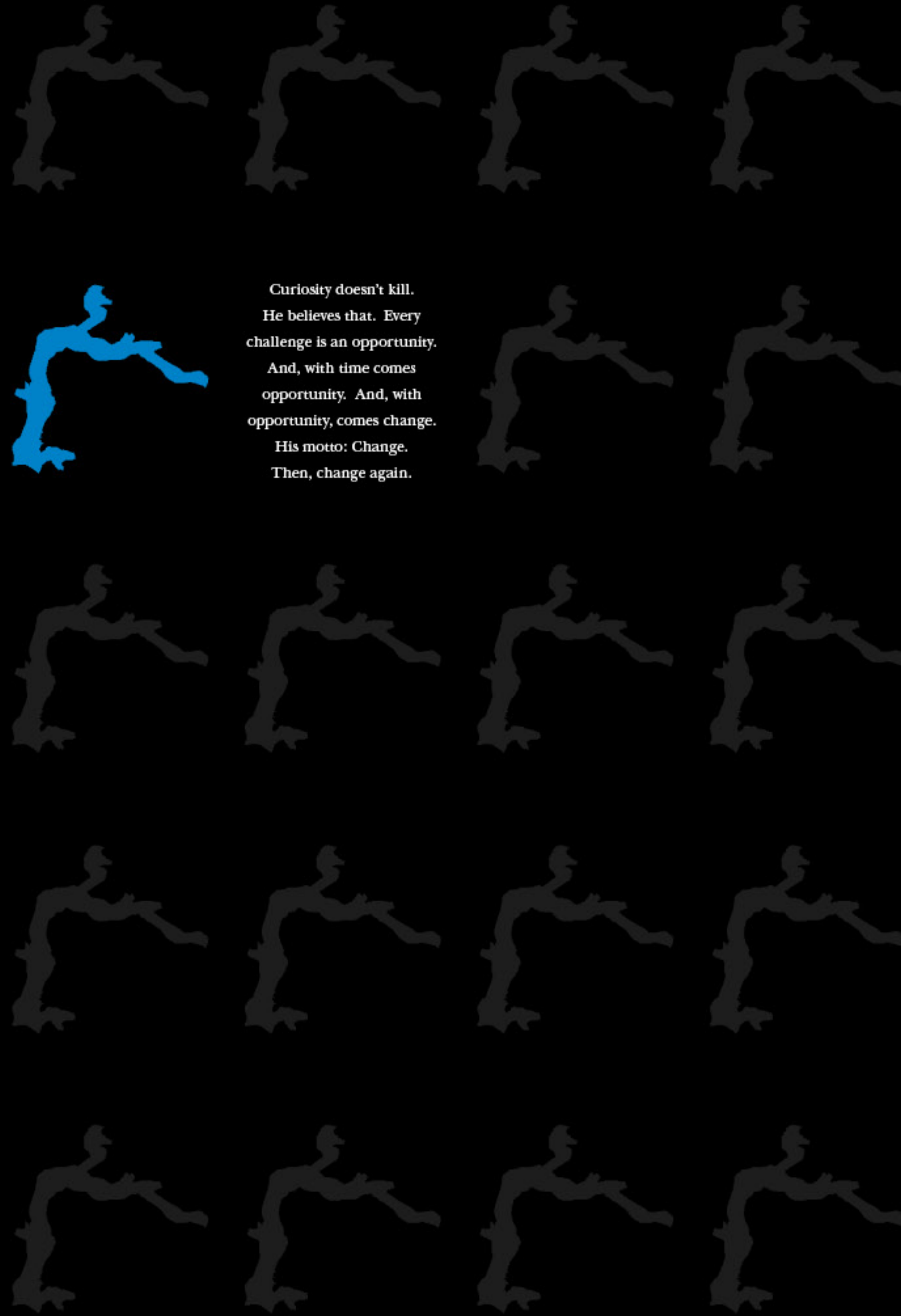


*The Best Seat in the House*  
EVERYTHING LOOKS BETTER IN A TIE





Curiosity doesn't kill.  
He believes that. Every  
challenge is an opportunity.  
And, with time comes  
opportunity. And, with  
opportunity, comes change.  
His motto: Change.  
Then, change again.





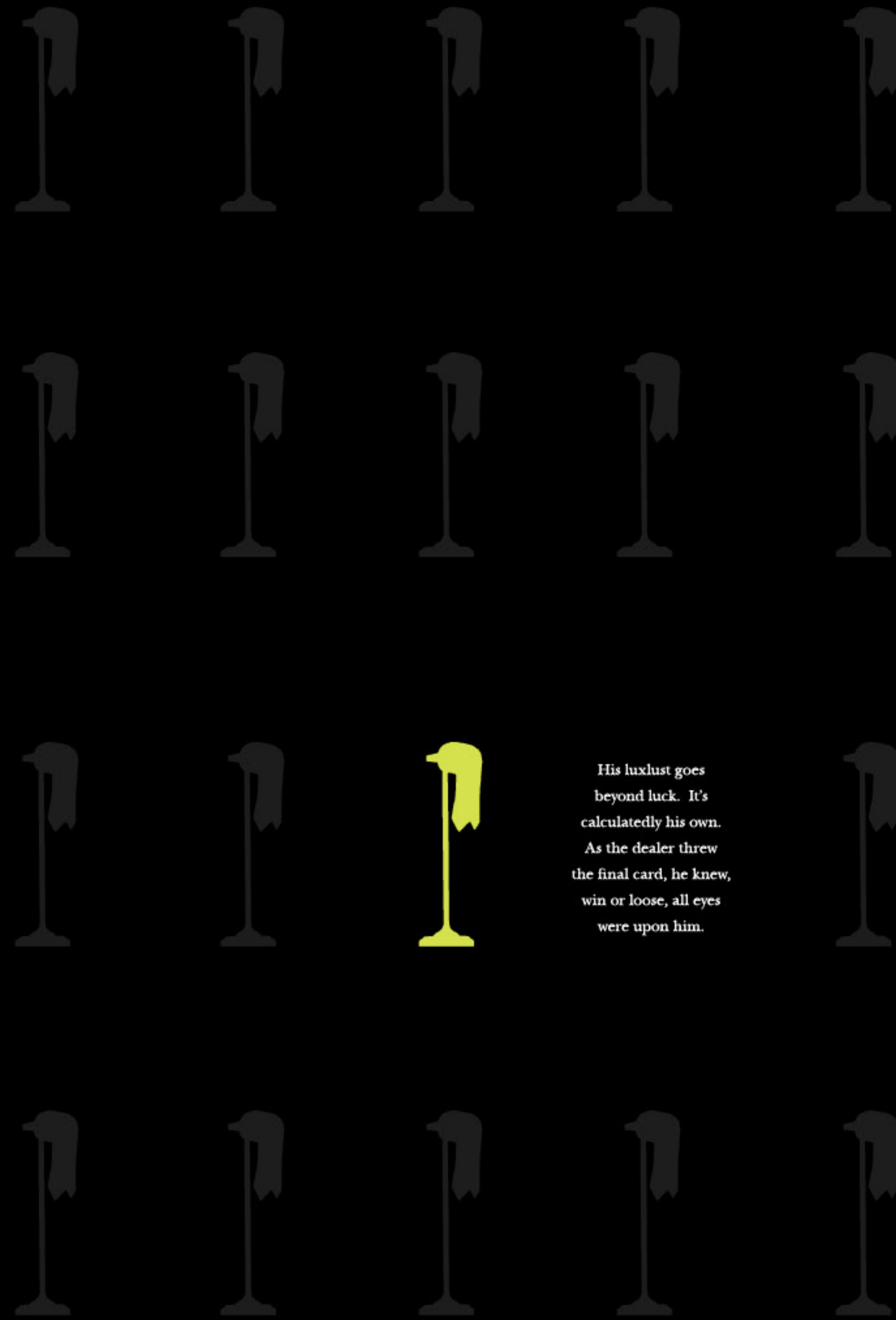


I K E  
BEHAR  
NEW YORK



*Excellence Grows*  
EVERYTHING LOOKS BETTER IN A TIE





His luxlust goes  
beyond luck. It's  
calculatedly his own.  
As the dealer threw  
the final card, he knew,  
win or loose, all eyes  
were upon him.





TED BAKER  
LONDON



*Royal Flush*  
EVERYTHING LOOKS BETTER IN A TIE



He never sold out.  
Even now, successful  
and at the top of his  
game, he still hears the  
music inside. He is who  
he was. When he spoke  
today, people listened.  
Why? Because it was  
his music and he knew  
every word by heart.





*Perfectly Twisted*  
EVERYTHING LOOKS BETTER IN A TIE



*Robert Graham*