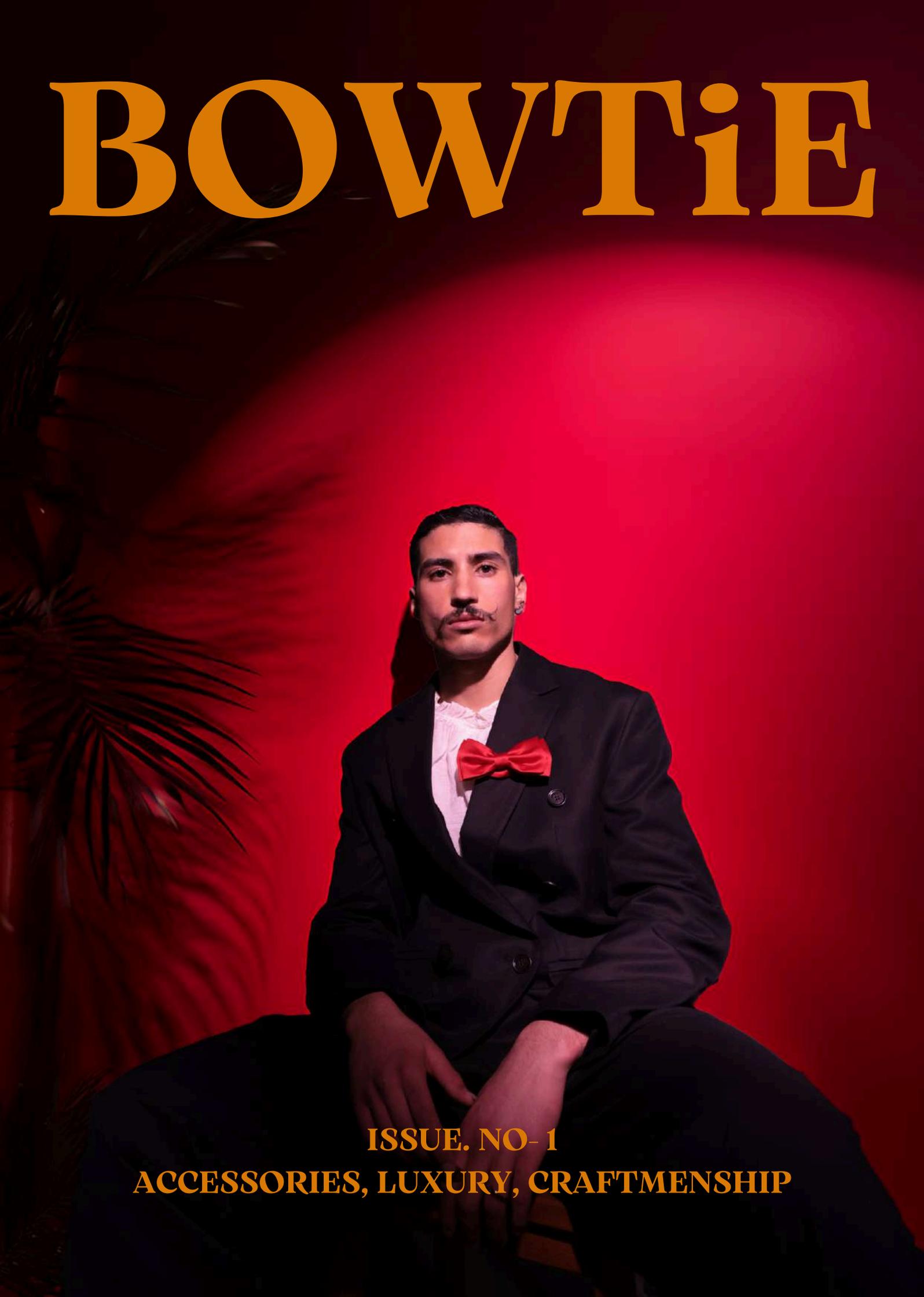


BOWTIE

A man with a mustache, wearing a dark suit jacket, a white shirt, and a red bowtie, is sitting and looking directly at the camera. The background is a solid red color. To the left, there is a dark silhouette of a palm tree. The overall mood is sophisticated and elegant.

ISSUE. NO-1

ACCESSORIES, LUXURY, CRAFTMESHIP

BOWTIE

ACCESSORY LUXURY CRAFTSMENSHIP

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EDITOR' S
NOTE

THE
RETURN
OF THE
BOWTIE

PHOTOGRAPHER
Hansraj Dochaniya

WORDS
Tanishka Awla



BROWNIE



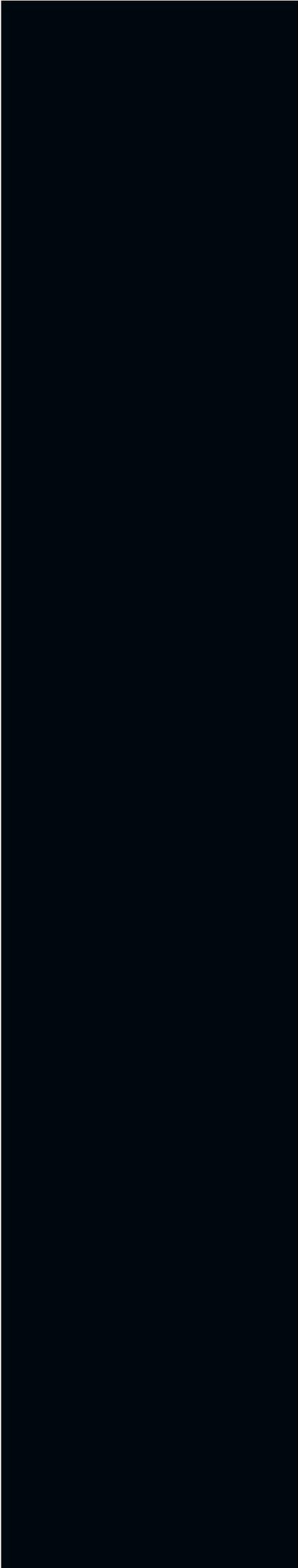
Once relegated to eccentricity,
the bowtie returns not as irony —
but as intentionality.



The bowtie has always occupied curious territory. A little formal, a little defiant — never quite mainstream, but never quite forgotten either.

For decades, it lingered in a strange sartorial space: beloved by professors, preserved in wedding albums, and occasionally paraded down runways as a tongue-in-cheek nod to the past.

But lately, something has shifted. The bowtie is no longer a punchline or a period piece. It's back — not out of nostalgia, but because the moment demands it.



Rebellion in Restraint

We've spent years living in a cultural hangover of "effortless." Normcore, streetwear, even luxury — all had their moment in the grey wash of hoodies and sneakers. But the bowtie? It's the opposite. It doesn't whisper ease; it announces effort.

"In an age where so much is automated and rushed, the act of tying a bowtie feels almost meditative. It's deliberate — it slows you down."

— Mark Cho, Co-founder, The Armoury

There's something refreshing — even radical — about wearing something so unapologetically considered. It suggests presence. Decorum. A certain intimacy with craft.









The Rise of Personal Code Dressing

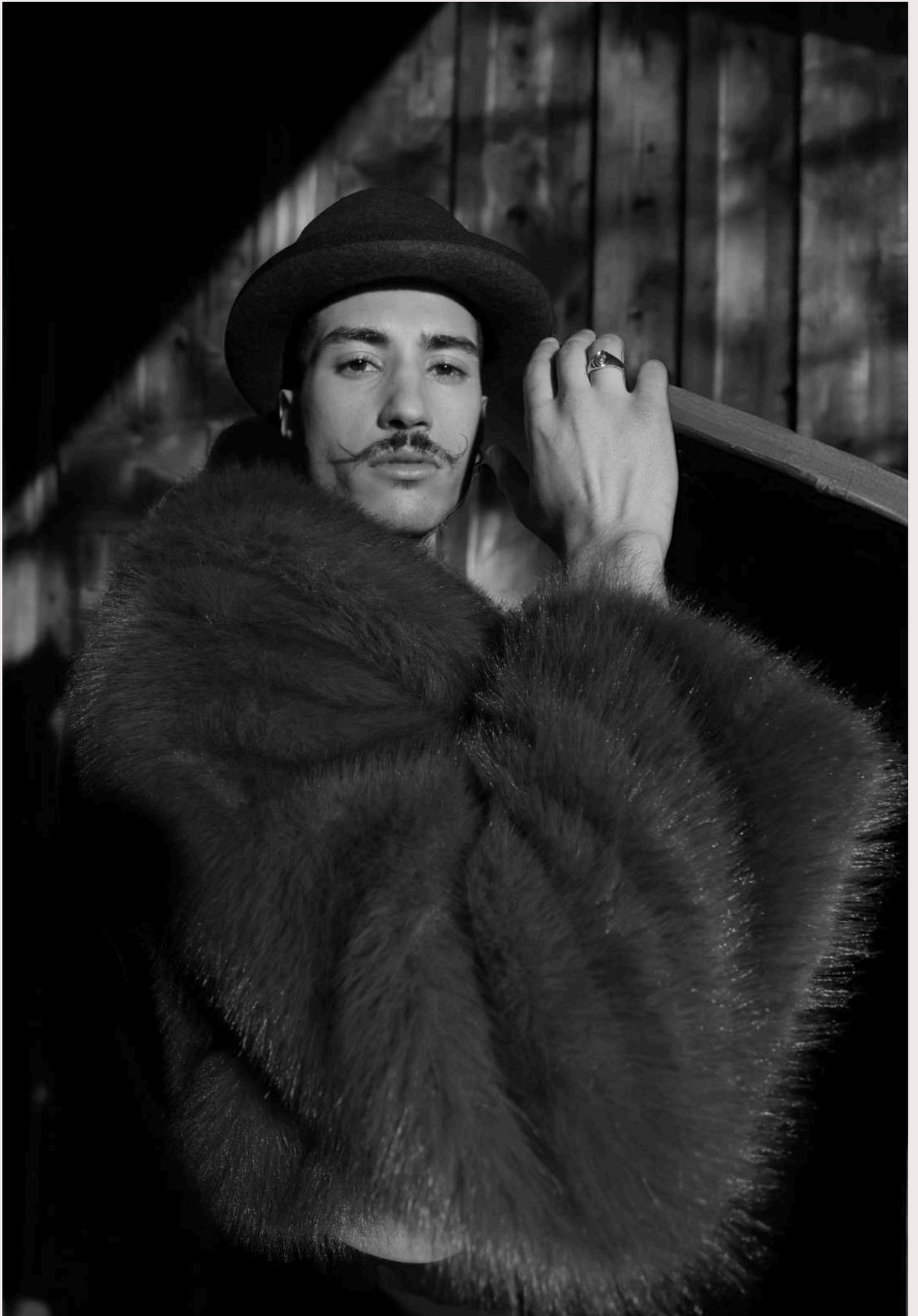
Today's luxury consumer isn't dressing for the rules — they're dressing for themselves. Micro-style has become the new signature.

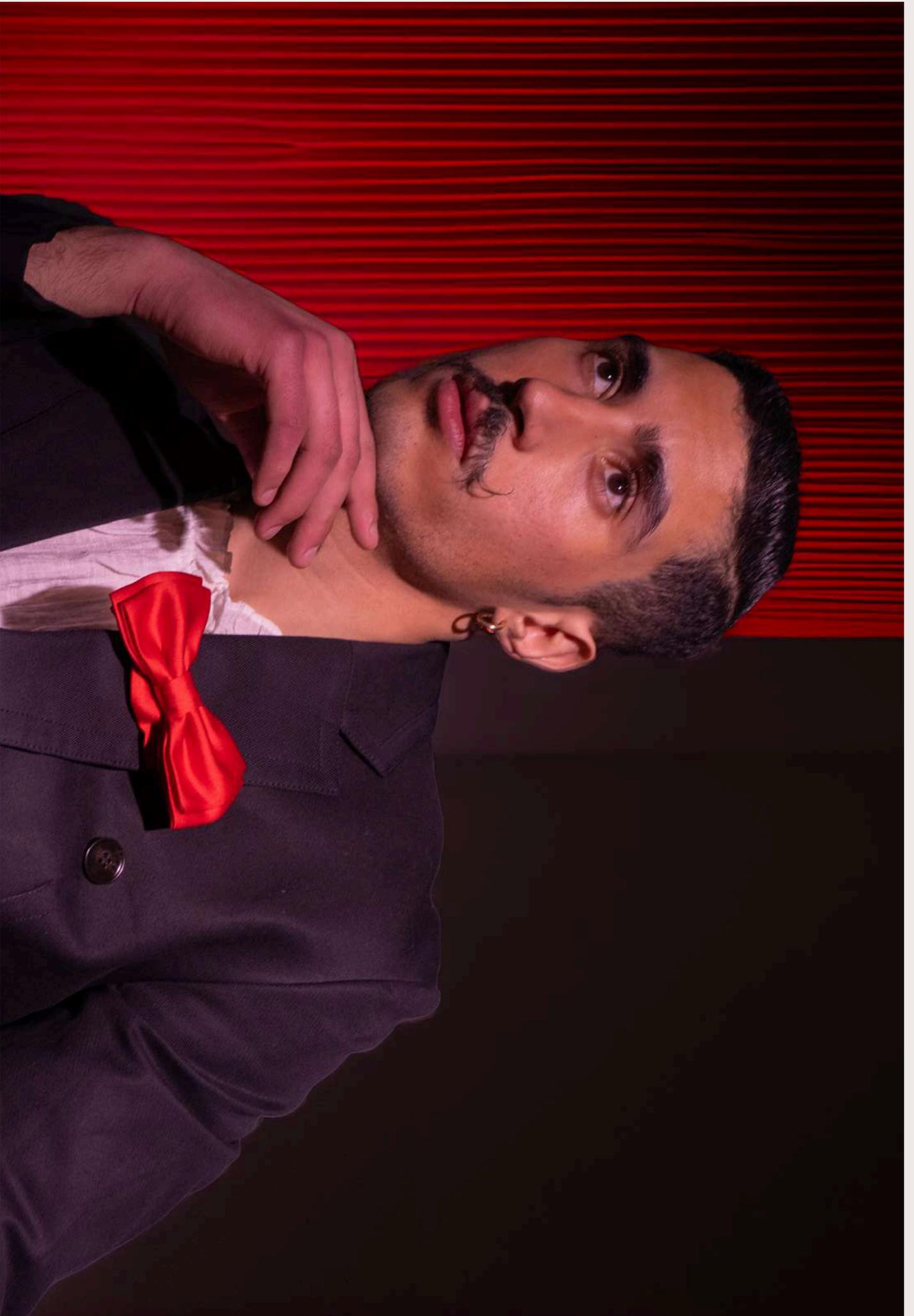
A bowtie, worn with a soft-shouldered jacket or contrasted with denim, signals a man who knows what he's doing — and doesn't need to shout.

“The bowtie is no longer about being ‘formal’ or ‘vintage.’ It's about contrast. Play. Personality. When worn outside traditional black tie, it disarms — and that makes it compelling.”

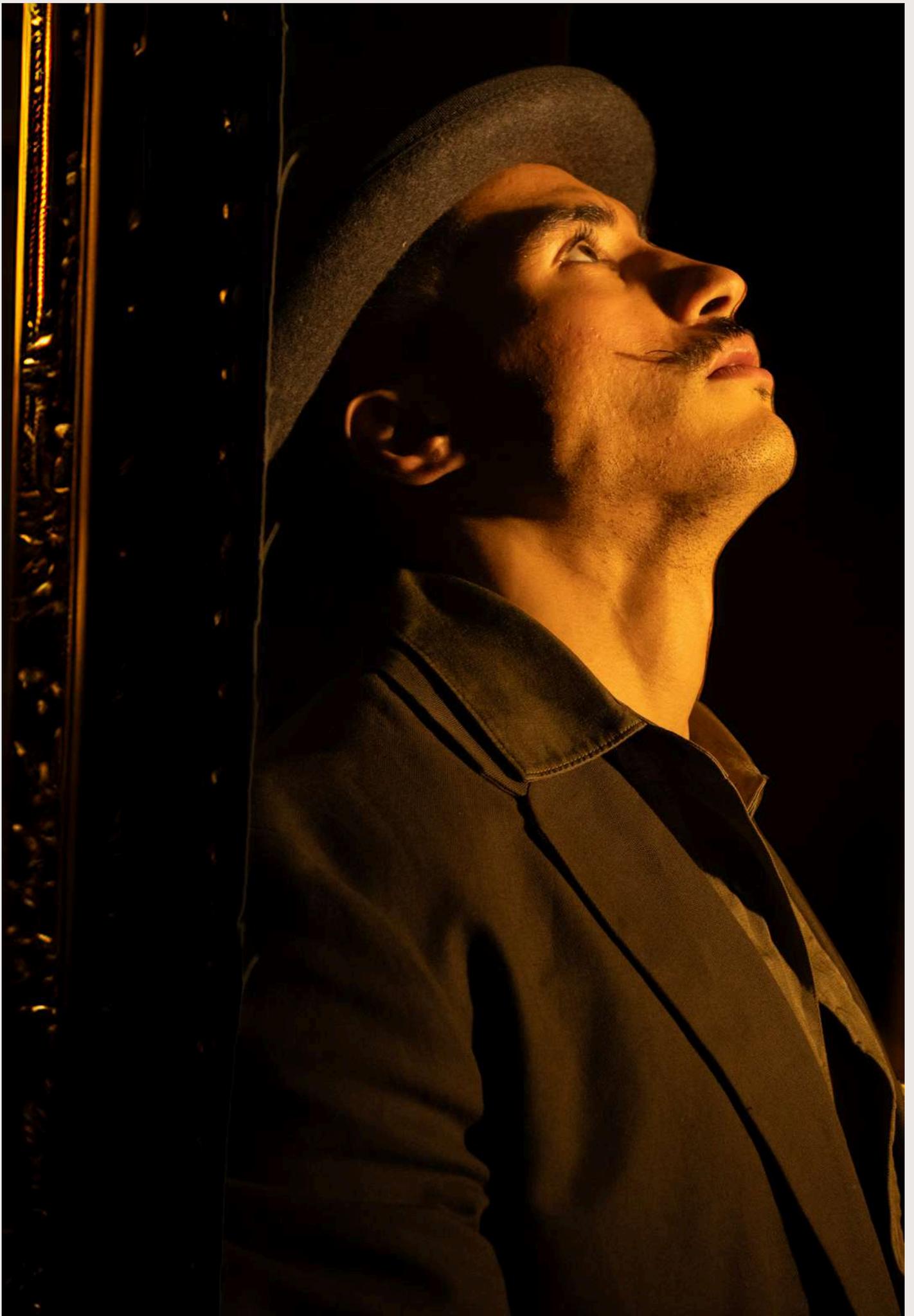
— Dr. Shaun Cole,
Fashion Historian
This is not about dandyism
for dandyism's sake.
It's about codes.
Reclaiming elegance on
your own terms.





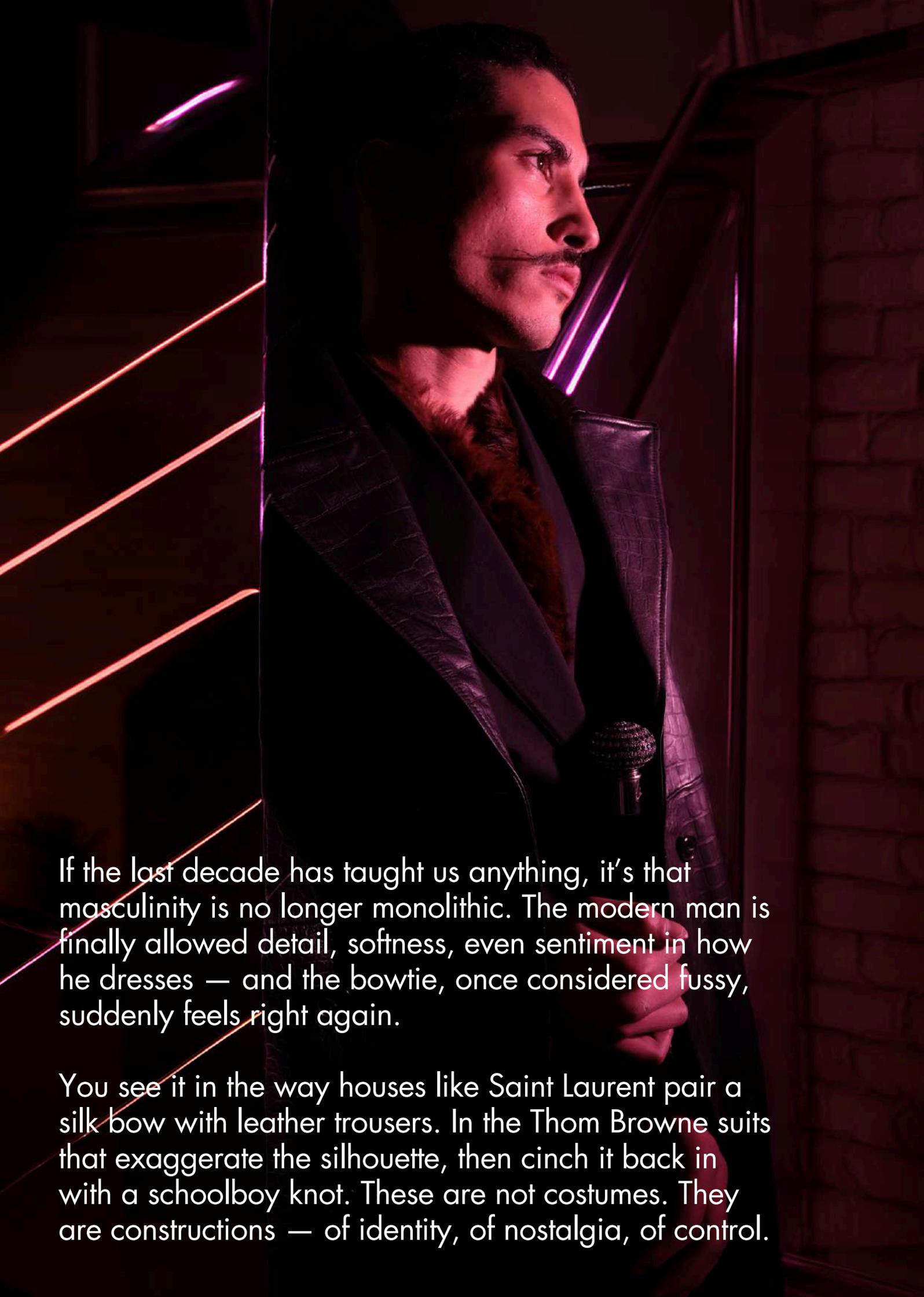








**Masculinity,
Loosened at the Collar**



If the last decade has taught us anything, it's that masculinity is no longer monolithic. The modern man is finally allowed detail, softness, even sentiment in how he dresses — and the bowtie, once considered fussy, suddenly feels right again.

You see it in the way houses like Saint Laurent pair a silk bow with leather trousers. In the Thom Browne suits that exaggerate the silhouette, then cinch it back in with a schoolboy knot. These are not costumes. They are constructions — of identity, of nostalgia, of control.

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Tanishka Awla

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PHOTOGRAPHER
Hansraj Dochaniya



Sustainability: The New Subtle Luxury

There's also practicality in the romance. In a world slowly turning away from fast fashion, accessories like bowties are being reimagined as sustainable staples. A single piece, well-crafted, worn with variation and imagination.

Deadstock silks. Hand-dyed cottons. Heritage houses and boutique ateliers are making bowties that feel less like souvenirs and more like heirlooms. In that sense, the bowtie isn't just surviving — *it's evolving. Quietly. Elegantly.*

AND SO:

WHY THE

BOWTIE?

WHY NOW?



Because it requires something.

And in fashion today, that is the ultimate luxury.

It requires patience to tie. Curiosity to style.
Confidence to wear. And above all, it suggests
that you've thought about what you're putting
on — not out of anxiety, but out of care.

So yes, the bowtie is back.

*Not as a trend. Not as a gimmick.
But as an attitude.*





**Knots of Distinction:
A History of the BOWTIE**





Centuries pass. Trends rotate.
But the BOWTiE endures — not simply as an
accessory, but as a cultural artefact.



In the beginning, there was function.

Long before the bowtie was shorthand for chic rebellion or black-tie polish, it was utilitarian. Croatian mercenaries in the Thirty Years' War (1618–1648) tied short scarves around their necks to hold their shirts closed — practical, protective, necessary. The French, ever alert to the aesthetics of war and the poetry of dress, took notice. By the time these Croatian soldiers marched through Paris, their neckwear had caught the attention of the court. Louis XIV, only a child then but destined to be the grandest of dressers, adopted the look. Thus, the cravat was born — from battlefield to boudoir.

From cravat to collar culture.

Over the next two centuries, the cravat evolved into a series of neck adornments — each more complex than the last. Folded, twisted, pinned, puffed — an entire language of knots emerged, each with rules and rituals. By the early 19th century, the Industrial Revolution brought with it a need for practicality, speed, and order — even in dress. Enter the early necktie and its more symmetrical sibling: the bowtie. Clean. Sharp. Efficient. But still refined. A touch of flair at the throat, without the drama of lace or excess fabric. It was, quite literally, form following function — but not without elegance.

The BOWTiE becomes character.

Through the late 19th and early 20th centuries, the bowtie carved out its niche not by volume, but by distinctiveness. It became the preferred neckwear of architects, thinkers, and gentlemen of exacting taste. The kind of men who knew what they liked and saw no reason to explain it. Think Churchill. Think Fred Astaire. Think Paul Poiret sketching silhouettes in a high Edwardian salon, with a black grosgrain bow nestled beneath his starched collar. By the 1920s, the bowtie had firmly entered eveningwear — a staple of the tuxedo. Black tie literally meant black bowtie. And for decades, that rule held.



"THE **BOWTiE**
DOESN'T JUST FRAME
THE FACE — IT
FRAMES THE MAN.
IT'S ONE OF THE
FEW ACCESSORIES
THAT FEELS
INTIMATE,
ARCHITECTURAL,
AND EXPRESSIVE ALL
AT ONCE."

— **Dr. Shaun Cole,**
Fashion Historian



A language of defiance.

But like all style codes, the bowtie's power has always been in how it's subverted. In the mid-20th century, it took on new life — through jazz musicians, academics, civil rights lawyers, and eventually, cultural icons like Charlie Chaplin and Malcolm X. To wear a bowtie outside the rules was to say: I know the system — and I choose to tweak it. The bowtie stopped being about conformity and started becoming a tool of character. It became, in many ways, a rebel's neckwear — precise, but never predictable.

Cycles of irony and return.

By the 1980s and 90s, the bowtie drifted into the realm of eccentricity. Professors wore it. So did newscasters. It was stiff, maybe even smug. Not cool — at least not yet. But it never disappeared. And that, in itself, is telling. Style, unlike fashion, is patient. It waits. And the bowtie — like a perfectly tied knot — knew how to bide its time.

So where are we now?

2025. A world obsessed with individuality, subtle codes, and tactile craftsmanship. A world craving meaning behind material. The bowtie fits perfectly into this landscape. It's analog in a digital world. It requires effort, but rewards you with expression. It holds history in its folds — not as costume, but as context. Whether it's worn loose over a linen shirt or perfectly poised beneath velvet lapels, the message is the same: This was not thrown on.

The bowtie has never begged for attention. It doesn't shout. It doesn't conform. It simply is — quietly confident, endlessly nuanced, and always just left of the expected.

It's lasted not because it tries to stay relevant, but because it never stopped being meaningful. A man in a bowtie isn't chasing trends — he's choosing presence. He's dressing with memory, with precision, with a sense of time that stretches behind and ahead of him.

And maybe that's the real secret: in an age of relentless reinvention, the bowtie remains. Understated. Iconic. Still knotted with purpose.

A final touch. A first impression. A small, deliberate act of style that says everything — without ever needing to explain itself.



“EVERY TIME I TIE ONE,
I’M REMINDED THAT
ELEGANCE ISN’T
ABOUT EXCESS.
IT’S ABOUT
INTENTION.”

– **Private tailor, Savile Row**

Black Tie, Reimagined:

Modern Takes on the Classic Tuxedo Look

The bowtie no longer belongs solely to ballrooms and banquets. Today, it moves between moods, places, and people — never out of place, always deliberate.

There's something about the ritual — the way the fabric folds in your hands, the moment just before it tightens. A bowtie still feels ceremonial, but the ceremony itself has changed. You no longer need a ballroom to wear one. Just a reason — or, sometimes, no reason at all.

The New Wedding Uniform

Forget the stiff rental tux and predictable boutonnière.

Today's groom wears a velvet jacket in oxblood or midnight green, a silk bowtie tied moments before the ceremony — slightly imperfect, quietly personal.

At a destination wedding on the Amalfi Coast, the groom wore ivory linen and no shoes, but still tied a navy bowtie around his open collar.

"It felt right," he said, "like a wink to tradition, but still very much me." Here, the bowtie isn't about formality — it's about punctuation. It finishes the sentence, but doesn't dictate the tone.













Cocktail Hour at the Château

You're at a private estate in the French countryside — the kind with crumbling stone walls, vintage candelabras, and an invite that simply says
Black Tie (Creative).

One guest wears a double-breasted tux with sneakers and a cream silk bowtie. Another shows up in a sharply cut black suit, collarless shirt, and a textured bow in matte velvet. The rules aren't broken — they're rewritten with style.

This is where the modern bowtie lives: not in stiffness, but in contrast. Luxe, loose, expressive.

Gallery Openings & Fashion Dinners

It's 8 p.m. in the city. Somewhere between Shoreditch and Saint-Germain, men are dressing with precision — not to fit in, but to make an entrance.

A crisp white shirt. Wide-legged black trousers. No jacket. Just a bowtie and confidence. Perhaps it's satin, perhaps silk moiré. Tied tightly or worn askew. The bowtie, in this context, becomes conversation — less an accessory, more a statement of creative intention.







“WEARING A BOWTIE
TODAY IS ABOUT
AESTHETIC INTEGRITY.
YOU DON'T DO IT
BECAUSE YOU HAVE
TO. YOU DO IT
BECAUSE YOU
UNDERSTAND WHAT
IT SAYS ABOUT YOU.”

– **Luca Faloni,**
Menswear Designer



The Café Look — Casual, But Considered

It's a slow Sunday in Soho. You've just picked up a flat white and tucked the morning paper under your arm. Your outfit? Relaxed, but thought through: a chambray shirt, rolled at the sleeves, soft chinos, and a knitted bowtie — slightly askew, like you didn't overthink it (even though you did).



This is where the BOWTiE gets interesting.

Worn with denim, tweed, or even an old bomber jacket, it softens. It becomes part of a larger conversation about self-expression — not polish for polish's sake, but personality layered into cloth.

It's the kind of look that doesn't need an occasion. The bowtie becomes the occasion — a quiet detail that lifts the everyday into something a little more cinematic.

The Dinner Party at Home

The dining table is set. The music is Coltrane.

You've done the cooking, dimmed the lights.

And tonight, you're wearing a dark shawl-collared robe over tailored trousers, barefoot, with a silk bowtie tied loosely under an open shirt.

Why? Because elegance shouldn't need a reason.

Because effort is an act of care. Because being the host doesn't mean you fade into the background.

The bowtie, here, adds a touch of poetry to the familiar — like placing a fresh flower in a crystal tumbler. Subtle. A choice.

Reclaiming the Red Carpet

Celebrities and creatives have long reinterpreted formalwear — but today's leading men do it with more texture, more play, more presence. Think Donald Glover in crushed velvet, or Timothée Chalamet with nothing but a bare chest and a sharply tied bow.

The tuxedo, reimagined. The bowtie, unflinching.

From garden weddings to gallery floors, from candlelit dinners to cafés — the bowtie still belongs.

But it doesn't belong to one kind of man or one kind of moment. It's been liberated. Not from elegance, but from expectation. Bowtie on. Scene set.

You're ready.



“A
BOWTIE
IN A
CASUAL
LOOK
SAYS:
I DRESS
FOR
MYSELF.
IT’S A
NOD TO
DETAIL,
NOT
DRAMA.”





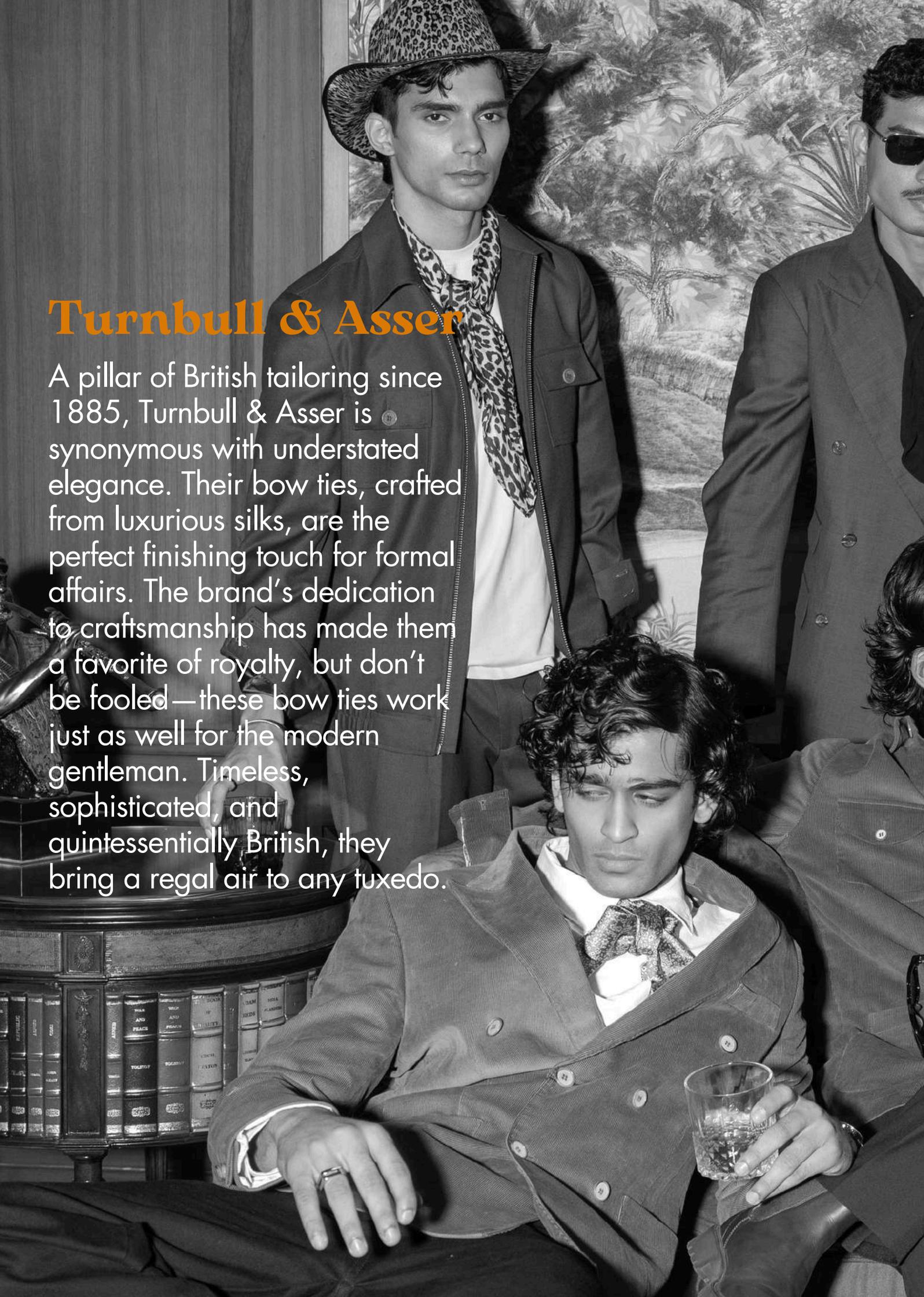
Artisans of Elegance: The Makers Behind the Best Bowties

The bow tie is no longer just an accessory for black-tie affairs.

It's a statement of style and personality, and behind each exceptional bow tie is a maker with a passion for craftsmanship. From the storied workshops of London to the bespoke ateliers of Paris, these artisans blend heritage with modern flair, creating pieces that add a touch of refinement to any occasion.

Here's a look at the masters of bow tie making, and why their creations still captivate us today.





Turnbull & Asser

A pillar of British tailoring since 1885, Turnbull & Asser is synonymous with understated elegance. Their bow ties, crafted from luxurious silks, are the perfect finishing touch for formal affairs. The brand's dedication to craftsmanship has made them a favorite of royalty, but don't be fooled—these bow ties work just as well for the modern gentleman. Timeless, sophisticated, and quintessentially British, they bring a regal air to any tuxedo.



Drake's London

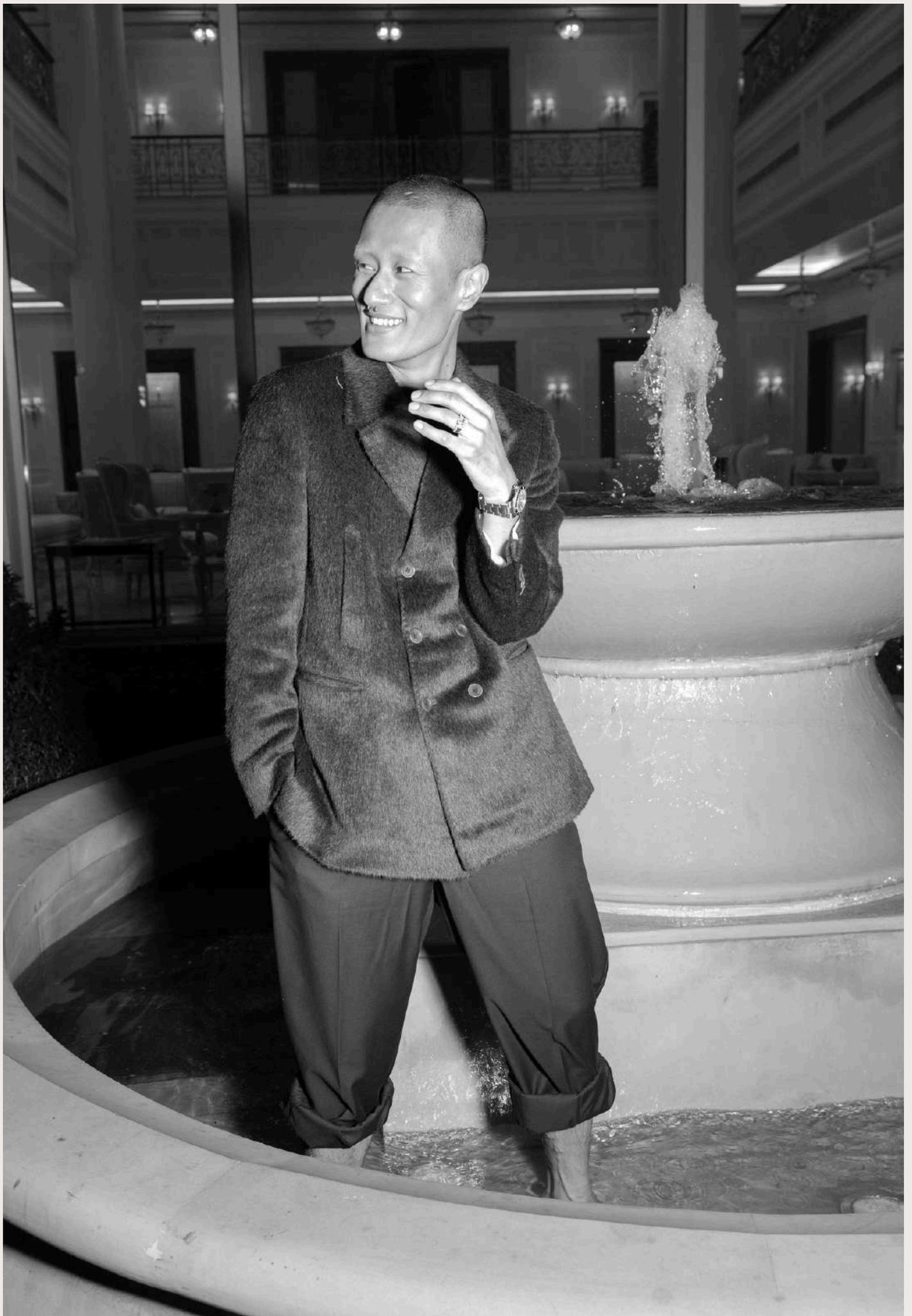
Drake's is the name that's bridging the gap between heritage and contemporary style. Known for their distinctive patterns and vibrant colors, their bow ties add an element of playful sophistication. Each piece is handmade in London with impeccable attention to detail, ensuring they're both stylish and comfortable. Today, they're the go-to for those looking to add character to formal wear or inject a bit of British charm into more casual looks.



Cinabre Paris

Cinabre brings a bit of Parisian chic to the bow tie game, with a focus on bespoke, hand-sewn designs that speak of elegance and subtle luxury. The French have a way of making things seem effortlessly cool, and Cinabre's bow ties are no exception. Known for their unusual fabrics and innovative patterns, they strike the perfect balance between tradition and modernity. If you're after a bow tie that makes a quiet yet powerful statement, Cinabre is the Parisian name to know.





BOW

2025

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PHOTOGRAPHER
Hansraj Dochaniya

WORDS
Tanishka Awla





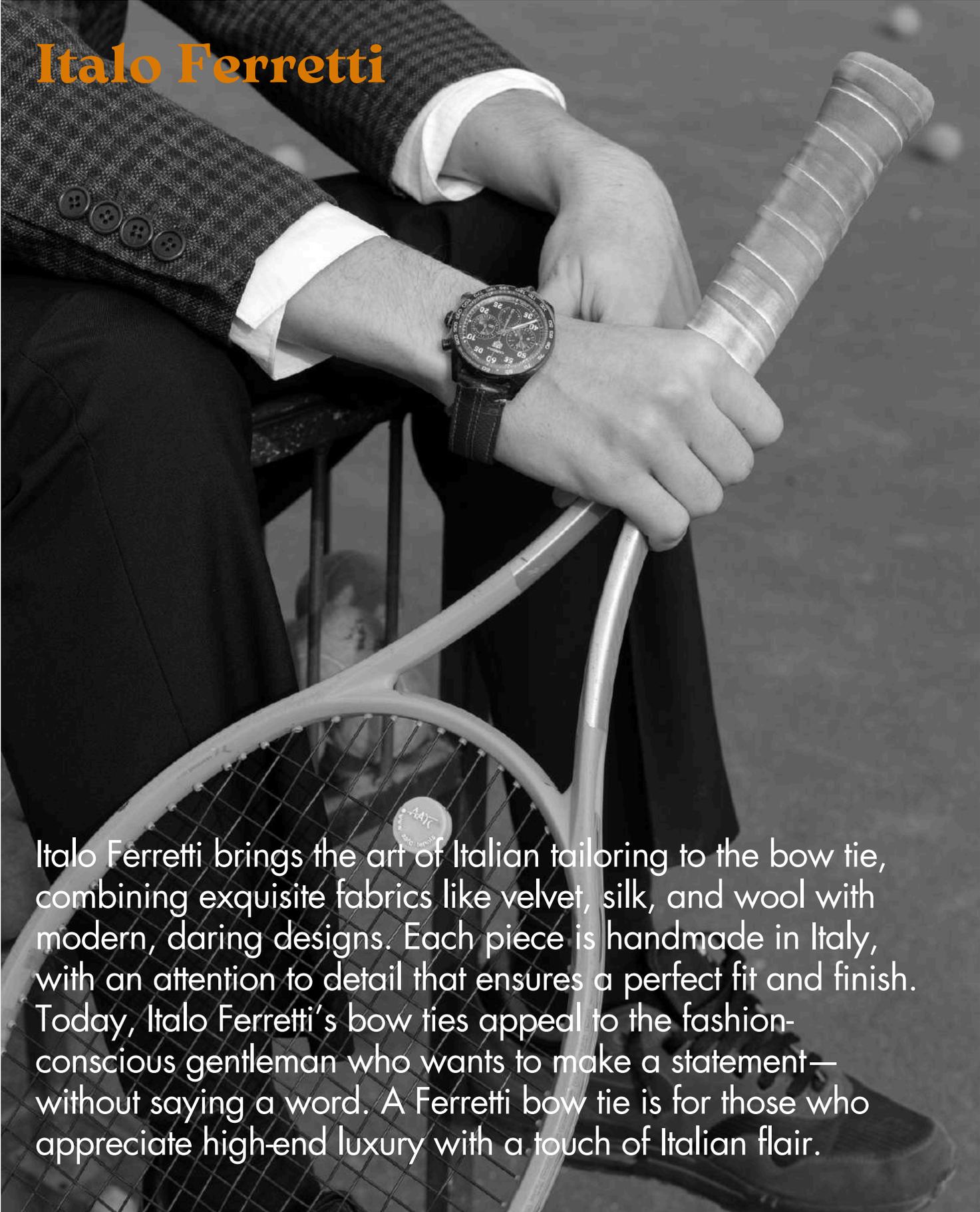
R. Hanauer

With over 30 years of experience, R. Hanauer has carved a niche in American luxury with their bold patterns and high-quality materials. Their ties, made from plush silks and cottons, bring a sense of personality to the classic bow tie while maintaining an air of sophistication. A favorite among those who appreciate quality and individuality, R. Hanauer's designs offer versatility—from weddings to casual affairs, these ties stand out without overshadowing.

Charvet

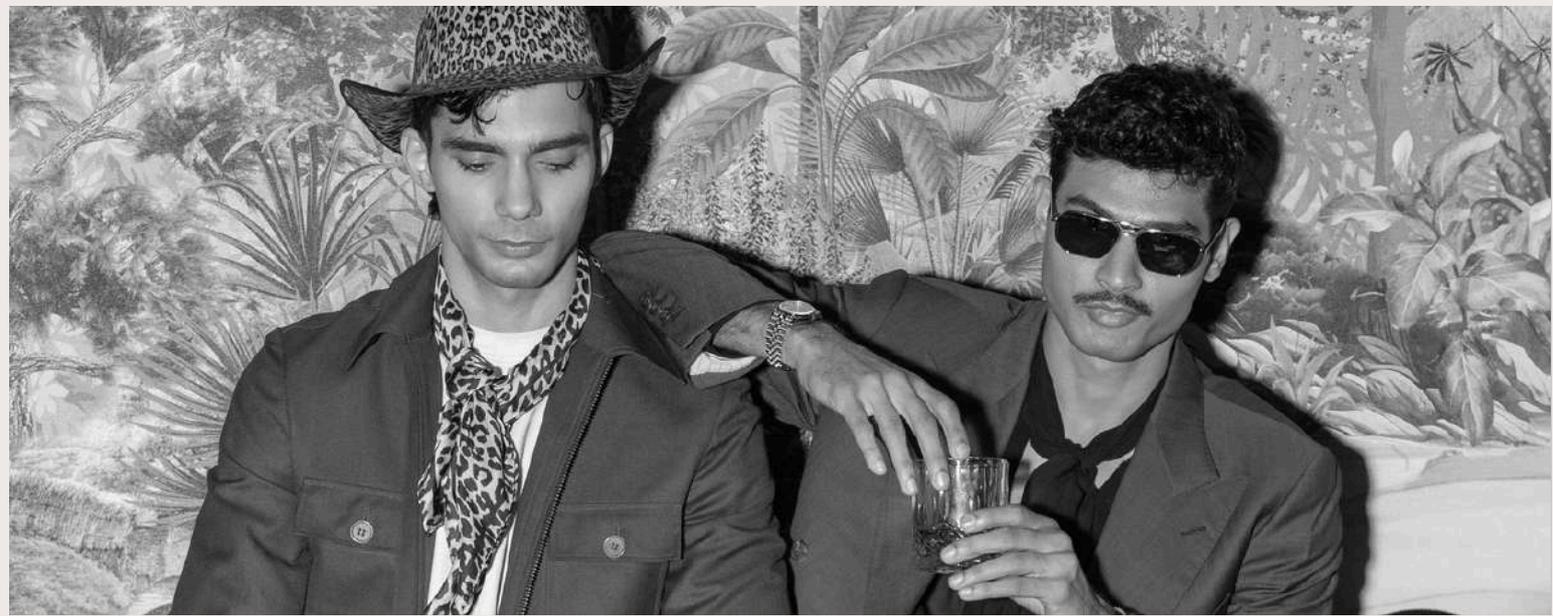
When you think of French luxury, Charvet is a name that instantly comes to mind. Known for their impeccable craftsmanship, Charvet's bow ties are the ultimate in haute couture, handmade in their Paris atelier from the finest silks. These ties don't just complete an outfit—they elevate it. Whether you're at a gala or a business event, Charvet offers a refined, timeless option that is as much about the experience as it is about the product.

Italo Ferretti



Italo Ferretti brings the art of Italian tailoring to the bow tie, combining exquisite fabrics like velvet, silk, and wool with modern, daring designs. Each piece is handmade in Italy, with an attention to detail that ensures a perfect fit and finish. Today, Italo Ferretti's bow ties appeal to the fashion-conscious gentleman who wants to make a statement—without saying a word. A Ferretti bow tie is for those who appreciate high-end luxury with a touch of Italian flair.







Brackish

For a bow tie that truly stands out, Brackish is your go-to. Made from sustainably sourced feathers, their bow ties are the epitome of eco-conscious luxury. Each tie is meticulously handcrafted in Charleston, South Carolina, making them as unique as they are stylish. Whether you're attending a gala or a wedding, these feathered creations add texture and depth to your look. Brackish isn't just about wearing a bow tie—it's about making a statement with sustainability.



Blue Eyes Bow Ties

Handmade in England, Blue Eyes Bow Ties are a testament to exclusivity and craftsmanship. These limited-edition pieces are crafted from luxurious silks and velvets, ensuring that each bow tie feels as special as it looks. With a focus on individuality, Blue Eyes offers a personal touch that makes each tie unique. For the discerning man who wants to add something rare to his wardrobe, Blue Eyes provides a bespoke experience that's hard to beat.



These artisans are the custodians of a tradition that dates back centuries, yet they continue to innovate, ensuring the bow tie remains a symbol of elegance and personal expression. Whether you're after a classic design or something with a bit more flair, these makers are the ones creating the bow ties that will define style for generations to come.



CHOOSE
THE
RIGHT
BOWTIE

PHOTOGRAPHER
Hansraj Dochaniya

WORDS
Tanishka Awla

“

THE LANGUAGE OF FABRIC: CHOOSING THE RIGHT TEXTURE FOR THE OCCASION ”

The bow tie, a symbol of understated sophistication, is not just an accessory; it's a statement. But beyond its shape and color, the fabric tells the real story. The texture you choose speaks to the occasion, the season, and most importantly, your personal style. From the soft sheen of silk to the rugged charm of tweed, each fabric has its own character and purpose. Here's a guide to the finest materials used in bow ties and how to wear them with effortless elegance—no matter the event.



Cotton: Casual, Yet Polished

If you're looking to strike the balance between casual and elegant, cotton is your fabric. It's breathable, easy to wear, and ideal for those less formal events where you still want to look put-together. A cotton bow tie brings a relaxed sophistication to the table, making it perfect for daytime weddings or garden parties. While it lacks the sheen of silk or the plushness of velvet, it makes up for it with its understated charm.

Where to wear it: Daytime weddings, casual luncheons, or brunch events.

Cotton adds a crisp, polished touch without ever feeling stuffy.



Linen: Light and Breezy

Linen is the quintessential warm-weather fabric, and when it comes to bow ties, it's the perfect match for those laid-back, summer affairs. Known for its cool, airy feel, linen creates a relaxed vibe while still keeping you looking sharp. It's a fabric that feels effortless, bringing an air of sophistication to the most casual of settings. A linen bow tie doesn't require much effort to stand out; it has that relaxed charm that makes it ideal for daytime events.

Where to wear it: Beach weddings, garden parties, or outdoor brunches—any event where you want to keep things casual, but still stylish.





Wool: Richly Textured

For a more structured, textured option, wool is an impeccable choice.

It adds depth to your bow tie, creating a more rugged, yet still refined, look. Wool is ideal for colder weather, making it perfect for fall and winter events. The texture of wool, often woven into tweed or flannel, pairs well with more casual suiting or evening wear with a bit of personality. It's warm, it's distinctive, and it brings a level of sophistication that's not afraid to be a little unconventional.

Where to wear it: Think rustic weddings, intimate winter gatherings, and cocktail parties where you want your bow tie to speak to both comfort and style.





Silk: Timeless Refinement

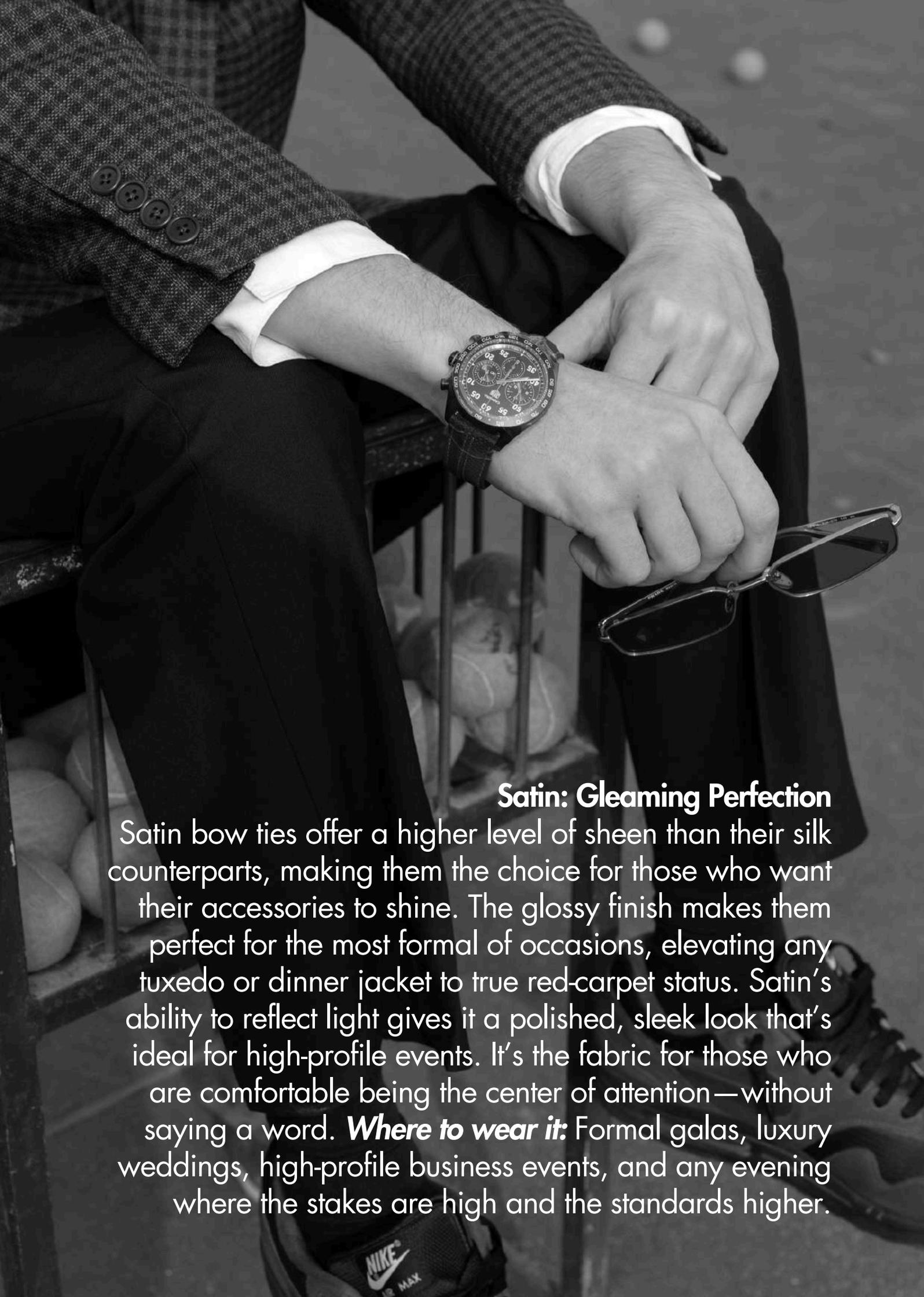
Silk is the classic choice for a reason. Its smooth, lustrous surface exudes a quiet luxury that's unmatched. A silk bow tie brings an undeniable elegance to any tuxedo, making it the go-to fabric for black-tie events. Its refined finish catches the light in just the right way, offering a touch of opulence without ever feeling overdone. Whether solid or patterned, silk is as timeless as it gets, never failing to add that perfect finishing touch to evening wear.

Where to wear it: Think black-tie galas, prestigious weddings, or anything that calls for evening wear. Silk ensures you're dressed to impress, every time.

Velvet: Plush Opulence

Velvet's luxurious texture commands attention, but with a quiet kind of elegance. The soft, plush feel is ideal for those seeking a bold yet refined look. Velvet bow ties shine in cooler months, adding a layer of richness and depth that's simply perfect for winter events. The way velvet reflects light is different from silk—less glossy, more tactile—and it pairs beautifully with the structured nature of a tuxedo or dinner jacket, turning a classic outfit into something undeniably memorable.

Where to wear it: Winter weddings, upscale evening affairs, and cocktail parties that demand a dash of drama without losing the essence of refinement.



Satin: Gleaming Perfection

Satin bow ties offer a higher level of sheen than their silk counterparts, making them the choice for those who want their accessories to shine. The glossy finish makes them perfect for the most formal of occasions, elevating any tuxedo or dinner jacket to true red-carpet status. Satin's ability to reflect light gives it a polished, sleek look that's ideal for high-profile events. It's the fabric for those who are comfortable being the center of attention—without saying a word. **Where to wear it:** Formal galas, luxury weddings, high-profile business events, and any evening where the stakes are high and the standards higher.





Jacquard: Textural Depth

Jacquard fabric is the embodiment of intricate design and texture. The woven patterns, whether paisley, damask, or geometric, add a layer of visual interest that elevates a bow tie from simple accessory to standout statement. A jacquard bow tie is perfect when you want a subtle yet noticeable point of distinction. It pairs effortlessly with a classic black suit, but it also works wonders with more creative black-tie outfits, adding a touch of bold sophistication.

Where to wear it: Semi-formal black-tie events, creative galas, or occasions where you want to mix tradition with innovation.



Seersucker: Playfully Preppy

Seersucker is light, breezy, and inherently preppy—an ideal fabric for those who want a bow tie that feels fresh without being overly serious. The fabric's puckered texture creates a playful, relaxed look, perfect for sunny days and outdoor events. While seersucker isn't as formal as velvet or silk, it brings a n element of fun to any outfit, making it the perfect fabric for casual weddings, outdoor brunches, and garden parties. **Where to wear it:** Summer weddings, outdoor events, laid-back occasions where looking good comes effortlessly.

Silk Tweed: The Ultimate Hybrid

For those who crave the best of both worlds, silk tweed is the ultimate choice. It combines the luxury of silk with the texture of tweed, creating a fabric that's rich, elegant, and tactile. The glossy finish of silk balances the rougher, more structured nature of tweed, making it the ideal choice for those who want a bow tie with both sophistication and depth. It's the perfect fabric for winter events that demand a bit of refinement, but with a contemporary edge.

Where to wear it: Stylish winter galas, creative cocktail events, or high-end parties where the rules are made to be broken.





Choosing the right fabric for your bow tie is all about understanding the vibe of the occasion and the look you want to achieve. Whether you're headed to a black-tie event or a casual brunch, the right material can make all the difference, adding depth, texture, and a touch of personal flair to your outfit.

Are

BOW TIES

Something Every Modern Gentleman Should Own?



The bow tie is not essential. But then again, neither is poetry. Or jazz. Or cufflinks. And yet, when a man chooses to engage with any of the above, you immediately know something about him: he's playing a different game.





We live in the age of convenience—of zip-ups, tech fibres, everything-washable, and 'quiet luxury' that's sometimes just... quiet. The bow tie, by contrast, is gloriously unnecessary. And that's precisely what makes it powerful. It isn't functional. It isn't discreet. It doesn't help you blend in. It demands presence—yours and others'. To wear one is to flirt with eccentricity and elegance in the same breath. And therein lies the thrill.



A man in a bow tie isn't just dressing. He's editorializing himself. He's saying, "I don't need this, but I choose this." That choice—frivolous, fabulous, slightly defiant—is a reminder that style, at its best, isn't about need. It's about expression.

So no, I won't pretend the bow tie is an everyday staple. It's not a white sneaker. It's not a navy suit. But it is a tool—sharp, distinct, a little bit poetic—for when you want to shift the tempo.

And if a modern gentleman doesn't have that tool in his wardrobe, what else might he be missing?

An appreciation for detail. A sense of theatre. The thrill of tying something that can't be clipped on. Perhaps even the confidence to look a little overdressed in a world allergic to effort. He might also be missing dinner party compliments, spontaneous flirtations, and that satisfying nod from the maître d' who thinks, "Ah. One of us."

So, essential?

Only if you enjoy standing out, being remembered, and dressing like you know exactly what you're doing.



HOW TO TIE IT RIGHT: A GENTLEMAN'S GUIDE TO MASTERING THE BOWTIE





It begins, as all great epics do,
with a YouTube tutorial.

There I was, ten minutes before the gala, standing in front of my mirror with a bow tie that resembled a small, deflated bat. I had watched the video four times. I paused. Rewound. Replayed. "It's like tying your shoelaces," the man onscreen chirped. Which would've been reassuring, had my shoes not been loafers for the last five years.

reassuring, had my shoes not been loafers for the last five years. The bow tie, however, was not deterred. It flopped, twisted, and folded itself into what can only be described as a very chic pretzel. I considered phoning a friend.

I considered cancelling the evening.
I considered Googling “clip-on bow ties that don’t look like trauma.”
But something inside me—perhaps my inner Cary Grant—refused to give up.







BOW

PHOTOGRAPHER
Hansraj Dochaniya

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WORDS
Tanishka Awla



Step 1:

Drape it around your neck, one end longer than the other.

Easy enough.

I already felt 20% more debonair.



Step 2:

Cross the long end over the short.

Confidence is still intact.

Step 3:

Begin to form the bow. Okay.

Step 4:

Panic. Lose symmetry. Curse softly.

At this point, I resembled a man being slowly strangled by a tiny, smug ribbon. But then — through sheer brute will and muscle memory born of frustration — something clicked. The knot held. It wasn't perfect. It was slightly off-kilter, asymmetrical in the way only something handmade could be. But it was mine. It had character. And dare I say, charm.



I walked out that door taller. Straighter. Like a man who'd survived a rite of passage with only minor psychological damage. The truth is, tying a bow tie is less about technique and more about temperament. It humbles you. It teaches patience. It forces you to look in the mirror for longer than is probably healthy. But when you finally nail it, you earn a quiet, internal applause. Not just for the knot—but for becoming the kind of man who bothers to learn.

And that, my friend, is the real knot of distinction.





BOWTIE

&

BEYOND



Coordinating Pocket Squares, Cufflinks, and Collars

A bow tie doesn't exist in isolation. It's the headline—
but the supporting cast? That's where the real story is told.
A gentleman knows that the collar, the cufflinks, and the
flick of silk in the pocket either elevate the look—
or unravel it completely.



HERE, FIVE WELL-
APPOINTED
ENSEMBLES
WHERE EACH
ELEMENT WORKS
IN SYMPHONY,
NOT JUST STYLE.





1. THE GALLERY OPENING

The Look: Midnight blue velvet bow tie, spread collar shirt, brushed silver cufflinks, ivory silk pocket square with navy piping

Why it Works: Velvet demands drama. The spread collar gives it room to breathe, the silver cufflinks echo the cool undertone, and the contrast piping in the pocket square quietly ties it all together. Think: art critic with edge.

Wear it to: A cultural affair that requires wine, wit, and an opinion on postmodernism

2. The



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DESTINATION
wedding

The Look: Linen bow tie in soft olive, button-down collar, mother-of-pearl cufflinks, floral print cotton pocket square

Why it Works: This is old-school formality with new-school intent. The wingtip collar signals occasion, the onyx adds quiet confidence, and the precise square fold suggests you've read Sun Tzu—and apply it to wardrobe choices.

Wear it to: A black-tie affair, or a high-stakes evening where appearances matter more than anyone admits.





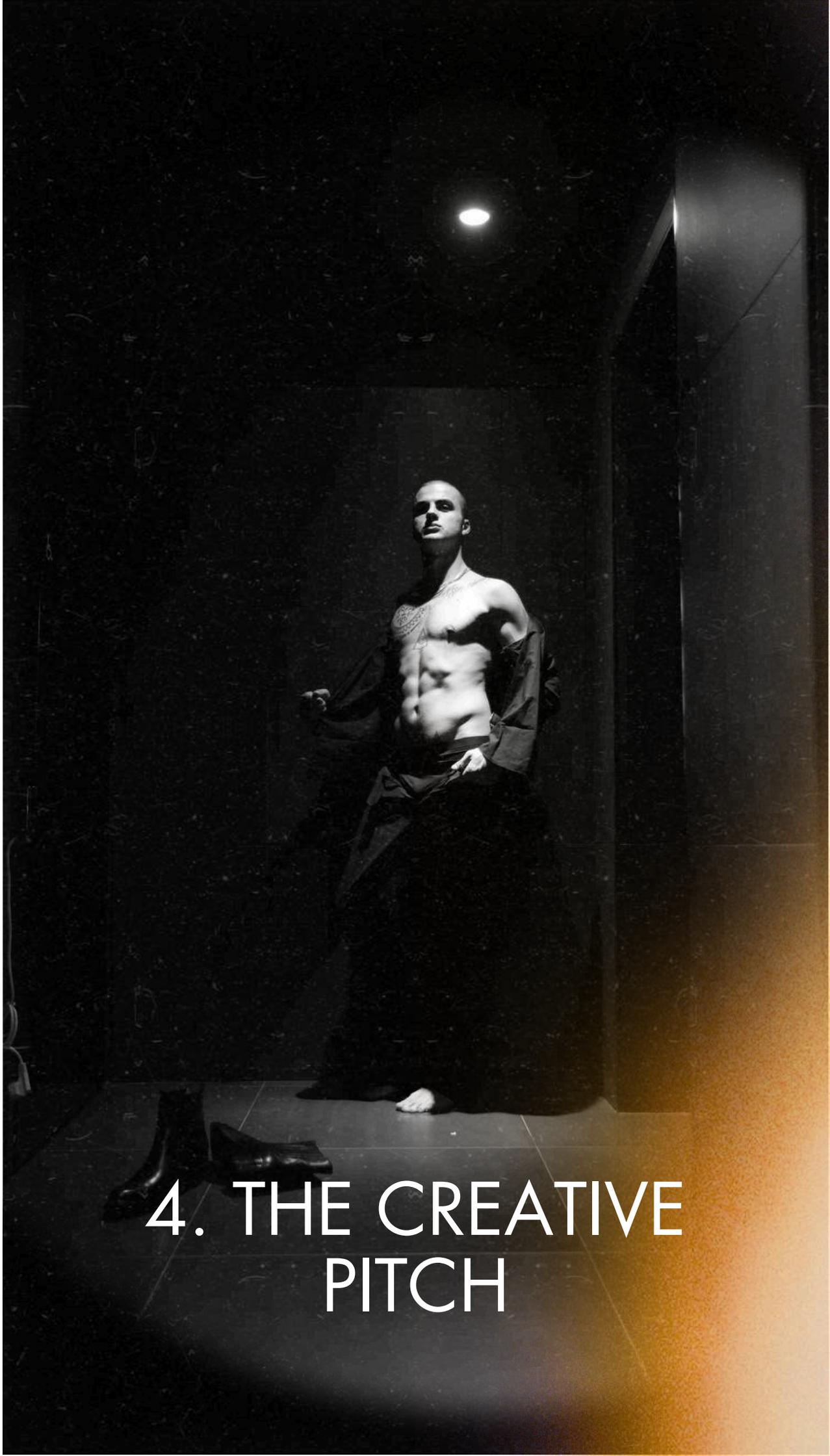


3. THE POWER DINNER

The Look: Classic black silk bow tie, wingtip collar shirt, onyx and gold cufflinks, crisp white pocket square with a presidential fold.

Why it Works: This is old-school formality with new-school intent. The wingtip collar signals occasion, the onyx adds quiet confidence, and the precise square fold suggests you've read Sun Tzu—and apply it to wardrobe choices.

Wear it to: A black-tie affair, or a high-stakes evening where appearances matter more than anyone admits.

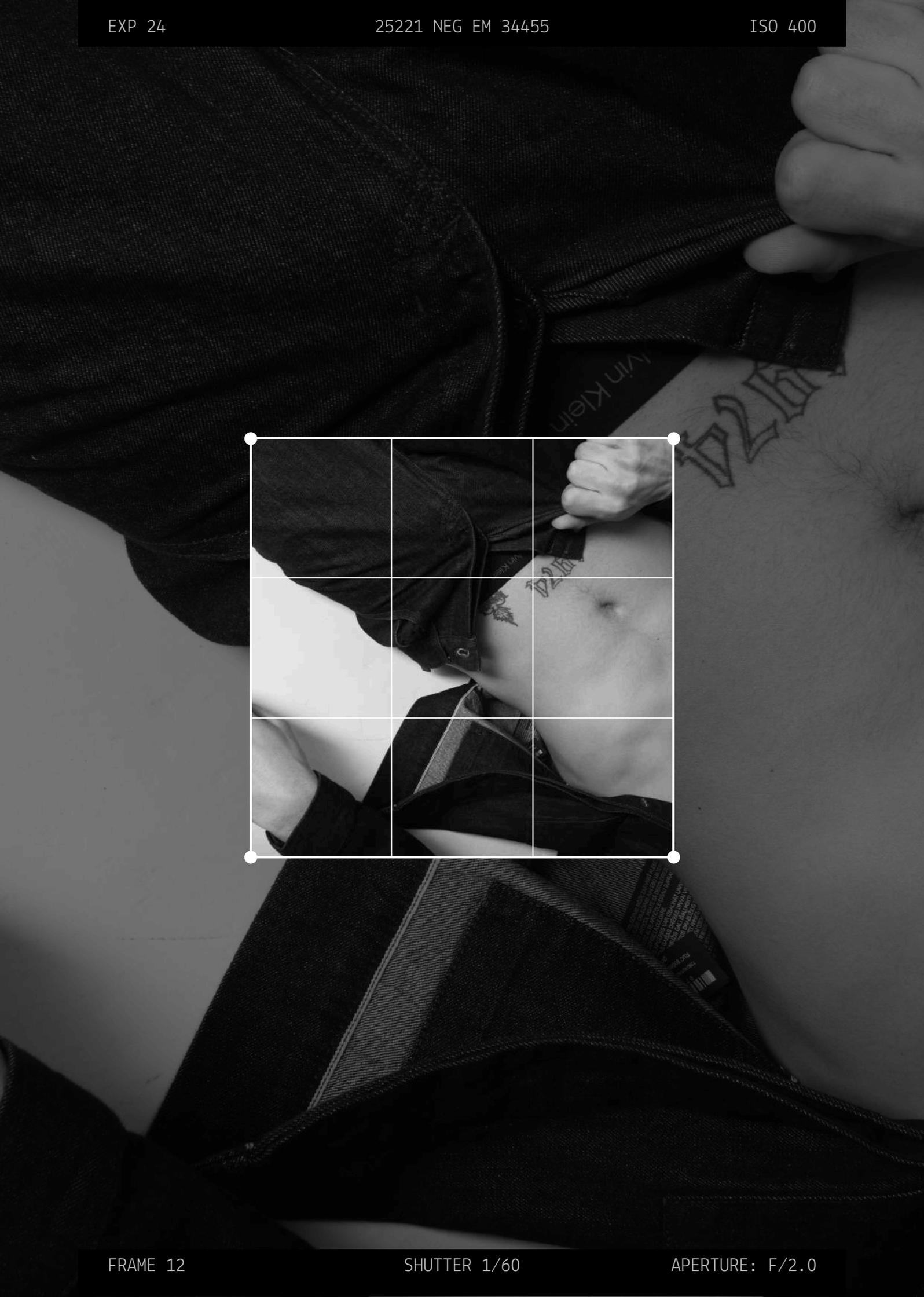


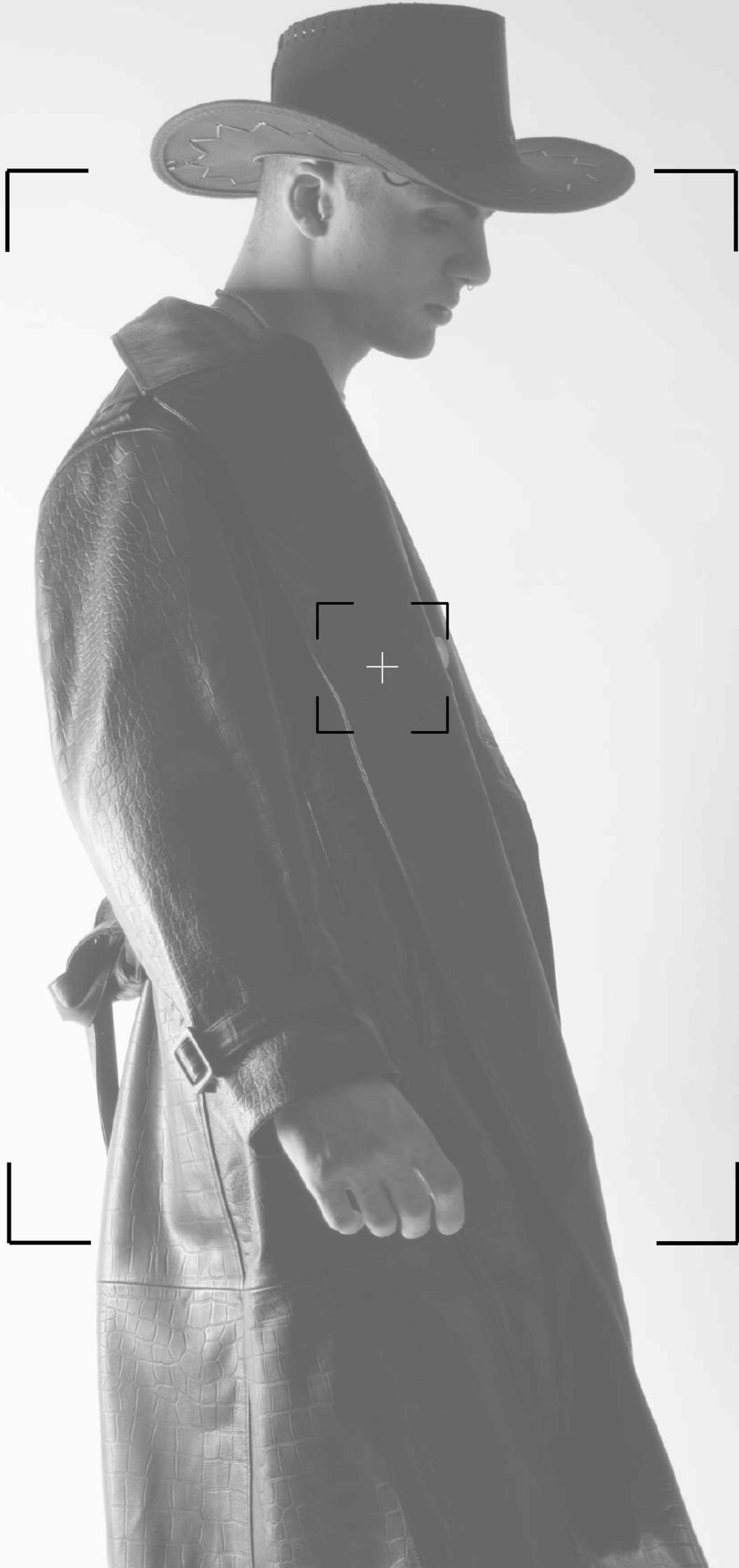
4. THE CREATIVE PITCH

The Look: Burgundy knitted bow tie, soft club collar, enamel cufflinks with a graphic motif, paisley pocket square in deep jewel tones

Why it Works: The knitted tie softens the tone, the club collar adds whimsy, and the patterned pocket square says, “Yes, I own ideas—and they come dressed like this.” Graphic cufflinks are the wink without the nudge.

Wear it to: A client meeting where you're selling vision, not just numbers.





5. THE SUNDAY AFFAIR

The Look: Chambray bow tie, button-down Oxford shirt, brass cufflinks with vintage detailing, hand-rolled cotton pocket square in stripes

Why it Works: It's casual, but not careless. The chambray and Oxford pair like lifelong friends; the brass cufflinks add old-world charm; and the striped square lends a touch of the Continental.

Wear it to: Brunch, gallery strolls, or a date where effort is noticed.



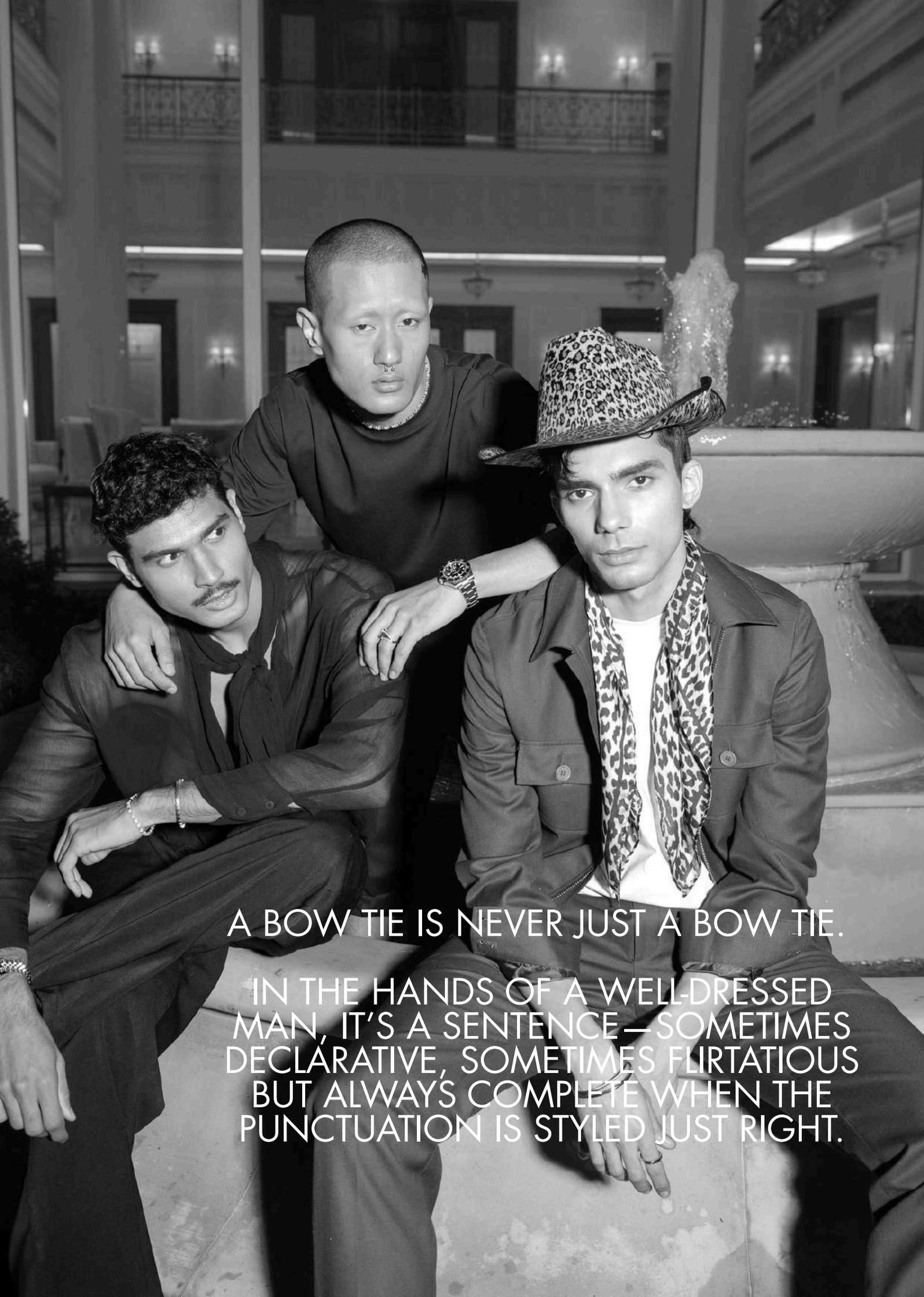
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PHOTOGRAPHER
Hansraj Dochaniya

THE

WORDS
Tanishka Awla

RISE



A BOW TIE IS NEVER JUST A BOW TIE.

IN THE HANDS OF A WELL-DRESSED
MAN, IT'S A SENTENCE — SOMETIMES
DECLARATIVE, SOMETIMES FLIRTATIOUS
BUT ALWAYS COMPLETE WHEN THE
PUNCTUATION IS STYLED JUST RIGHT.



VINTAGE COLLECTING: THE HUNT FOR RARE AND ICONIC BOWTIES

It started, as these things often do, with a tip from a friend of a friend who “knows someone in Florence.” That someone, allegedly, had a Brioni bow tie from the '50s. Oxblood raw silk. Hand-finished. Rumoured to have been worn by an Italian diplomat whose name once graced the society pages before disappearing under vague circumstances. Naturally, I was on a plane within 48 hours.

By mid-morning, I found myself in a narrow alley near San Lorenzo, sipping a too-strong espresso and clutching a handwritten address that felt promisingly unofficial. The dealer arrived late (of course), dressed like linen was a personality trait, and led me into what looked like an abandoned tailor's workshop—mothballs, dust, and that particular scent of hidden treasure.





He didn't show it to me right away. First, a predictably oversized YSL from the '70s. Then, a navy Lanvin polka dot in silk twill that was objectively beautiful but not what I was here for. And then, finally—he unfolded it from a faded linen pouch like it was contraband.

The Bironi.



It was perfect.

Slightly smaller than modern proportions, beautifully structured, and with that exact shade of red that makes you think of old books and Burgundy. I was ready to hand over my soul (and my wallet) when he casually dropped the line:

“SOMEONE FROM
TOKYO HAS
ALREADY
EXPRESSED
INTEREST.”

A collector. My nemesis.

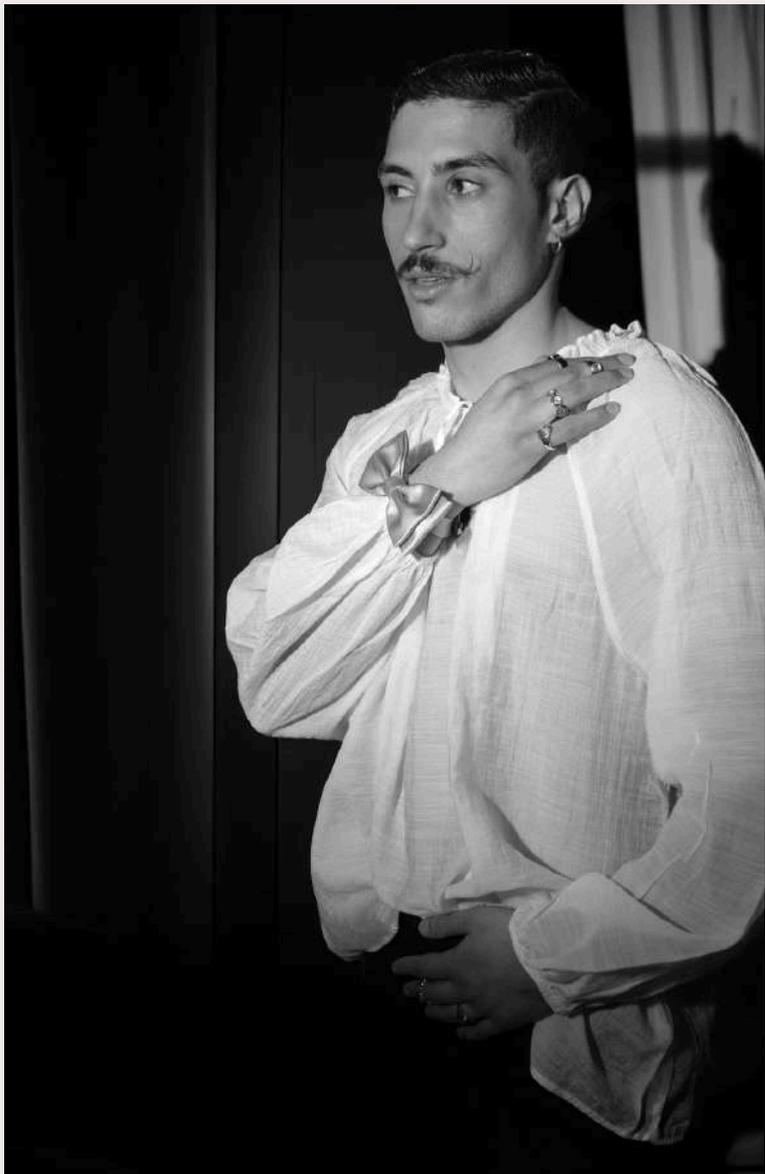
Faceless but clearly formidable.

I tried charm. I tried cash. He nodded, said he'd hold it
till evening. I should've known.

By the time I returned, the shutters were down and a
handwritten note was taped to the door:

“Closed for the weekend.” No explanation. No bow tie.

**And sometimes,
that's the more stylish
souvenir.**



And just like that, it slipped through my fingers.

There's a certain heartbreak that only collectors know. It's not about the item itself—it's about the almost. The proximity to something perfect, the knowing it existed and was within reach. Until it wasn't.

But this is the thrill, isn't it? The chase. The missed connections. The pieces that haunt you not because you owned them, but because you almost did. Somewhere in Tokyo, a man I'll never meet owns that Brioni. And somewhere in Florence, I learned that in the world of vintage bow ties, you don't always get the win. But you do get the story.





WORDS
Tanishka Awla

THE
BOW
TIE
effect

PHOTOGRAPHER
Hansraj Dochaniya





There's something quietly rebellious about the bowtie. It's a small piece of fabric that refuses to be ordinary. Tying one is an act of intention—a deliberate pause in a world that's constantly rushing to the next notification, the next casual sneaker, the next 'just throw something on' moment.



DRESSING WITH INTENT

The bowtie demands patience, skill, and a bit of swagger. It's not for the faint-hearted or the finger-tied. And yes, there's an art to getting the knot just right—a dance of loops and pulls that can feel like a battle against a particularly stubborn octopus. But once it's done? There's an unmistakable shift. You don't just wear a bowtie; you carry it. It shapes your posture, your mood, even the way strangers glance your way, wondering if you're headed to an opera or just very serious about your Zoom calls.

LIVING WITH PRESENCE

Wearing a bowtie is an invitation—to live deliberately, dress thoughtfully, and inject a bit of joy into the everyday. It's a wink to tradition, a nod to craftsmanship, and a reminder that elegance isn't about showing off; it's about showing up fully. Whether you're closing a deal, attending a wedding, or just owning your Thursday, the bowtie speaks louder than words.





In a world where style often feels like shouting,
the bowtie whispers. It says: I care enough to slow down.

To focus. To be present. And maybe, just maybe, to enjoy the
process of looking—and feeling—a little bit extraordinary.



So here's to the bowtie:

the knot that ties more than just fabric, but character, confidence, and a touch of charm. Because sometimes, the smallest details have the biggest impact.



There are some men who wear a bowtie, and then there are men who are the bowtie.

Manolo Blahnik—shoemaker, storyteller, sartorial eccentric—belongs to the latter. For over five decades, his name has become synonymous with artistry, obsession, and the impossibly delicate balance between flamboyance and finesse. Yet beyond the iconic heels and hand-drawn sketches, there's another quiet signature at play: **The bowtie. Always there. Always him.**

TIED TO STYLE:
MANOLO BLAHNIK'S
SIGNATURE
BOWTIE





You'll see it in countless photographs, tucked beneath a gently unbuttoned shirt, never aggressively styled. Polka dots, stripes, sometimes classic black—it's always a little off-centre, a little undone. Much like his shoes, the bowtie seems to exist at the crossroads of precision and whimsy. It is never styled for effect; it is the effect.



Blahnik has said himself:
"I like dressing up, I always
have... For me, it's a form of
respect—for my work, for
the people I meet, for the art
of living."

And he means it. He wears
the bowtie not as
punctuation but as part of
the sentence. While others
reserve it for weddings or
award shows, for Manolo,
it's as natural as sketching
in the early hours of the
morning—something he still
does by hand, daily, in a
uniform of carefully chosen
suits and, of course, that
bowtie.

Born in the Canary Islands
to a Czech father and
Spanish mother, Blahnik's
multicultural upbringing and
early exposure to tailoring
(his mother often made her
own shoes) carved the
foundations of his future
aesthetic. But it was London,
in the 1970s, where his star
began to rise.







His first boutique opened in Chelsea in 1973, and within a few years, Anna Wintour and Bianca Jagger were devotees. Yet through every collection, every interview, every photograph—you can trace the presence of his signature neckwear like a gentle motif across a symphony.

Perhaps what's most striking is the consistency. In a fashion industry that thrives on reinvention, Blahnik has mastered the art of *personal permanence*. And in doing so, the bowtie—so often miscast as eccentric or affected—feels entirely authentic.

Because let's be honest: most men flirt with the bowtie. Blahnik married it.





MANCINI & BLANCK

transparenc y

It doesn't shout, it doesn't peacock—it exists in quiet allegiance to a life of beauty, intention, and a certain old-world romance. It feels European, theatrical, and distinctly his. The kind of style that doesn't date, because it was never chasing time to begin with.

And maybe that's the lesson. In an age of logos and algorithms, the idea of wearing something simply because it *feels like you* might be the most radical act of all. Manolo doesn't wear a bowtie to be seen—he wears it because it's how he sees himself.





So, the next time you reach for a tie, or consider dressing “up” just because it’s Tuesday, **think of Manolo.**

The man who gave the world its sexiest stilettos and did so—day in and day out—with a bowtie calmly, beautifully, at his throat.





THE BOWTIE ABROAD: GLOBAL TRADITIONS & INTERPRETATIONS

If a bowtie were a man, he'd have impeccable manners, a questionable visa stamp in Monaco, and a story for every city. He'd be the kind of well-traveled enigma you meet once, remember always. And that's the thing about the bowtie — it belongs to no one place, and wears every passport with panache.

We tend to think of it as the dapper Brit's calling card or the tuxedo's final flourish. But across continents and cultures, the bowtie — or its beautifully evolved cousins — has taken on new life, new textures, and new meaning. This is not just a fashion accessory. This is anthropology, tied at the neck.





France: Le Noeud Papillon

Let's start where elegance has long been a national sport — France. The bowtie here is called the noeud papillon — the butterfly knot — as if even in name, it had to flutter with charm. Its lineage, of course, is aristocratic. Born from the cravat and adapted by the French elite in the 17th century, it's less of a trend and more of a tradition. Think of it as the linguistic lovechild of tailoring and poetry.

Italy: Sprezzatura in Silk

In Italy, the bowtie is not worn. It is inhabited. There is no fuss, no ceremony — just a whisper of *sprezzatura*, that magical Italian art of looking effortlessly perfect. Here, the bowtie is often paired with an open collar, a linen jacket, and the kind of tan that can't be bought. It's not about precision, it's about personality. The knot may be a little off-center, but so is every good story.

The American South: Pluck and Panache

Cross the Atlantic, and you'll find the bowtie thriving under magnolia trees and bourbon-slick drawls. In the American South, it is less costume, more character. Worn by preachers, professors, and proud grandfathers alike, the bowtie here has a down-home dignity — especially in the hands of modern brands like Brackish, who craft theirs from turkey feathers and Carolina dreams. It's a tradition with a wild streak.



Japan: Precision in Restraint

Japan, with its reverence for form and subtlety, reimagines the bowtie with an almost architectural precision. Here, you might find it rendered in kimono silk, minimal in shape but maximal in intention. It doesn't shout; it doesn't need to. It is elegance through subtraction — the purest expression of presence.

Africa: Expression in Every Thread

And then — color. Rhythm. Pattern.

Across the African continent, the bowtie has been reclaimed and redefined with fabrics like Ankara wax prints and Kente cloth. These aren't just accessories; they are declarations. Vibrant, unapologetic, and brimming with cultural pride, the bowtie in this context is a celebration — of heritage, of craft, of identity. It does what fashion should do: it speaks without translation.

**“ACROSS
BORDERS AND
TIME ZONES,
THE BOWTIE
SPEAKS MANY
LANGUAGES —
ALL OF THEM
FLUENT IN
STYLE.”**





There is something deeply human about this global journey. We take the same humble knot — a piece of fabric, folded just so — and we let it carry our values, our vanity, our voice. In every place, it says something different. But in every place, it says: I thought about this. I care. And perhaps that is the one thing all great styles share. A bowtie — tied with care — is a reminder that showing up is never just about showing off.

It's about presence. And presence, after all, is the most universal language we have.





**Rebels and Rakes:
Bowties in Pop Culture
& Cinema**



The bowtie is a bit of a paradox. Part old-school gentleman, part charming deviant. It's the kind of accessory that shows up knowing it doesn't need to explain itself — crisp, symmetrical, and smugly sitting between your collarbones like it's got secrets to keep. In cinema and pop culture, it's been worn by smooth operators, unpredictable minds, and men who don't ask for attention — they assume it.

On screen, a bowtie rarely just sits there.

It signals intent. Sometimes it seduces, sometimes it unsettles. But it always knows exactly what it's doing.





Fred Astaire:

The Smooth Criminal of Grace

Fred didn't wear a bowtie. He glided in it. Tied as perfectly as his choreography, that little piece of silk moved with him like it had been rehearsed. Watching Astaire dance is like watching punctuation move across a page — everything lands where it should, and the bowtie is the full stop. Elegant, exact, and never trying too hard — which, of course, is what made it lethal.



Bond: Buttoned-Up Danger

Enter Bond. He doesn't just wear a tux — he owns it. The bowtie here isn't ornamental; it's tactical. It tells you he's calm, lethal, and probably hiding a weapon in his cufflink. Whether it's Connery's effortless confidence or Craig's bruised brutality, the bowtie holds its ground. Clean.

Intentional. A little smug, maybe — like it knows things you don't. Which, in Bond's case, it absolutely does.





Then there's André. He takes the bowtie, tosses it in a blender with some jazz, colour theory, and cosmic energy — and out comes something unignorable. On him, it's not an accessory, it's a protest. Loud, playful, borderline operatic. He doesn't wear it to match — he wears it to clash, on purpose, like a fashion mic drop. The message? "Rules are for other people."

André 3000: The Best Kind of Chaos





Timothée Chalamet: Disheveled on Purpose

Timothée's bowtie is the sartorial equivalent of tousled hair and French poetry — slightly undone, intentionally delicate, just enough effort to look effortless. He's not trying to look dangerous. He's here for the vibe shift. With him, the bowtie isn't about tradition or rebellion. It's about mood. A soft, romantic defiance that whispers instead of shouts.







Alex DeLarge: The Bowtie as Threat

And then... Alex. The bowtie here doesn't flirt — it intimidates. Crisp, black, unsettlingly perfect. It sits at the throat like it's strangling the last bit of innocence left. In *A Clockwork Orange*, it's style weaponised — eerie in its cleanliness, clinical in its charm. The bowtie stops being an accessory and starts being a warning sign.



The bowtie has seen some things. It's danced, it's killed, it's crooned, it's corrupted. It doesn't need reinvention — it just waits for the next interesting person to wear it differently. That's the trick: it never changes, but it never stays the same either.

It's not about tying a knot. It's about threading yourself into a legacy of attitude, precision, and just the right amount of mischief.



**Rebels wear it like a punchline.
Rakes wear it like a promise.
Either way,
the bowtie always wins.**



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