

TIE YOUR TIE

The Italian luxury tailor Tie Your Tie, now enjoys recognition as one of the top names in high-end gentlemen's apparel in Japan.



FROM 1984



In 1984 Mr Franco Minucci opened the shop Tie Your Tie that even if small tried to collect for his customers special products.

In love with the elegant style of Mr. Gianni Agnelli the shop were selling the most popular goods from different brands: Kiton (Mr. Ciro Paone is an old friend of Mr. Minucci), Attolini, pants from Rota and shirts from Borriello.

The weird part was that he was still not sure of what ties he should sell in the shop!

In the end to put his own fashion flavour, he decided to establish with some friends (one of them was Marinella) his own tie production company.

20 years ago, on the other side of the world the first frincising shop of TYT opened in Japan, distributing Mr. Minucci's ties.

Mr. Kenji Kaga was the president of TYT Japan for many years and became friend with Mr. Minucci. Both has the same idea about garments and manage to create a good armouny between the italian and the japanese style.

They started to encourage new artisans like Il Micio Firenze and Ciccio Japan to grow up their potentialities and to introduce in the japanese market bespoke order of Marini and Seminara. They were also the first to organize a trunk show specific for ties in Japan and to create a fixing room for shoes and suits in the shop.

Their customers started to become owner or menagers of important select shop and manteined their relation with mr. Kaga.

TYT TODAY

When Mr. Minucci decided it was time to retire, Mr. Kaga decided to take care of the company and the idea that he loves. The company changed name in *Sevenfold* mantaining its original high standards and quality.

The Italian luxury tailor Tie Your Tie, now enjoys recognition as one of the top names in high-end gentlemen's apparel in Japan. Seven Fold Srl acquired Tie Your Tie's license for traditional tie production and continues to deliver the ultimate tie with passion.

The ties are carefully made one by one utilizing the highest quality natural materials. Although time consuming, each tie is made using traditional production methods. Many of the craftsmen have over 25 years of production experience. We take pride in sourcing and producing the very best to provide our customers with enjoyment in our services and products.

Little by little the name TYT and the other brands from Sevenfold spread across the world and we have now customers in different countries Europe, Asia, North America and also in Australia.



The entire collection is made by Sevenfold SRL www.sevenfold.it



MADE IN ITALY BY
SEVEN FOLD SRL

FOR FURTHER INFORMATION:
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