



FOR IMMEDIATE RELEASE
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DRESS WITH DISTINCTION THIS HOLIDAY SEASON

New CESARANI Neckwear Collection Evokes Visions of Old and New Hollywood

Humphrey Bogart's white dinner jacket and bowtie. Jon Hamm's Madison Avenue gray suit and striped rep tie. Justin Timberlake's necktie with leather jacket. These are the types of sartorial images that award-winning American fashion designer Salvatore J. Cesarani conjures up in his new online necktie and accessories collection -- The Neckwear Agenda.

"Though no longer obligatory, the necktie is still sought after to make a statement," Cesarani says. "We learn to wear ties for special parties, weddings, job interviews and important meetings. It's a sign of confidence and distinction if you wear a tie when you want to wear it."

For the holidays, add unique color and pattern to your plain white tuxedo shirt with a red tartan plaid bowtie and cummerbund. Or, for a more casual look, pair a vibrant solid or paisley necktie with a casual v-neck sweater vest. CESARANI's Neckwear Agenda features a distinguished array of neckties, pocket squares, cummerbunds and cuff links for both formal and informal occasions.

Cesarani, also known as "New York's Dean of Good Taste", is the perfect personal shopper to assist today's man in selecting his neckwear. His men's wear designs have won several top industry awards and he also teaches at Parsons the New School for Design. The Neckwear Agenda outfits the aspirational man by offering him neckties in a variety of visual motifs, including both vibrant and subdued solids, dots, paisleys, plaids and regimental stripes.

CESARANI neckties are made from the finest European silks, but are completely cut and hand-finished in the United States of America. Each tie is cut at a precise 185 degree bias to enhance resilience and a straight drape from the knot. The points of the ties, called the pockets, are hand-inserted to preserve the shape of the tie. CESARANI ties measure 3 7/8" across the base points and are 56" from end to end.

CESARANI's Neckwear Agenda is available online at www.cesarani.com.

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