



Josh Bach:

Designer and manufacturer of neckwear and men's accessories that are clever, functional, and original.

Created and manufactured in NYC.

"Great design aesthetics and an eye for the clever and uncommon sets Josh Bach apart from other men's designers."

"A breath of fresh air in a market known for its uniformity."

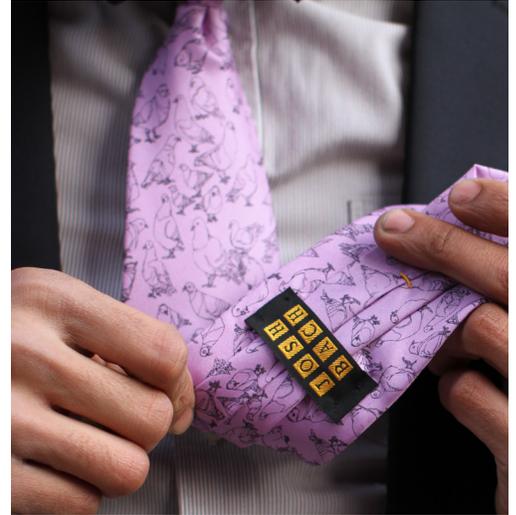
**Visit us at the
National Stationary Show in NY
and
New York Now Summer 2016**



UNCOMMON *by* DESIGN

This is Josh Bach

Twenty years ago, I, a young New York Advertising Art Director named Josh Bach, decided to leave the advertising world to start my own company in downtown Manhattan. Disenchanted by lack of originality I witnessed in the men's accessories market, I made it my goal to build a company that addressed this void, offering cleverly designed, self-expressive men's neckwear and accessories. I wanted to give men a selection of items that expressed their individuality and creativity.



The world of Josh Bach is best defined as Uncommon By Design. It is filled with wit, elegance and style. Handsome silk neckties featuring interlocking Lego blocks, scientific formulas, space invaders, and even vintage maps of world cities (of course New York), can be found among my designs. Pens featuring tasteful clips of sharks, baseball bats, wrenches, hammers, G-clefs or golf clubs. Cufflinks created from interesting icons like Legos, tennis ball skins, up-cycled car parts. Flasks lined in my original patterns like golf tees, baseball pitches, sharks, or the NYC transit system map. These are just a sampling of the creative gift choices I offer.

My Escher-inspired design style comes from my formal training in architecture. I have a hunch that this is why my patterns catch the eye of fashion and wardrobe stylists everywhere. My ties have appeared in movies (worn by Brad Pitt in *Fight Club*), on television shows (*Friends*), in magazines, around the necks of several celebrities, talk show hosts, financial gurus, heads of corporations, CEOs, newscasters. Even our NY Governor, Andrew Cuomo, is a fan our "Signatures" necktie, which features all the signatures on the Declaration of Independence. Our neckties are also part of the permanent collection of the Museum of the Fashion Institute of Technology. I have also been asked to design ties for the National Football League, who has commissioned me for corporate-level Super Bowl efforts. And most recently, the 9/11 Museum commissioned me to design their commemorative scarf and necktie

When I founded my company twenty years ago I was one of a handful who were "thinking locally". I wanted to remain in New York City and wanted to employ New Yorkers. I could very easily have chosen to have my neckties made in China, as many suggested I do, but I didn't. My profit margin would have benefited, but my goals were to assure a level of craftsmanship while sustaining the local economy. So, since 1993 my neckwear has been designed, and hand-finished in New York City.

Josh Bach neckties and accessories are distributed nationally and can be found in museum shops, boutiques, retail stores across the country and abroad, as well as in a multitude of catalogs and online stores. And obviously, our entire collection is available for purchase online at our website **www.joshibach.com**.

UNCOMMON by DESIGN

Artist Statement:

I can't turn around in New York City without seeing something that inspires me. I also can't seem to walk a block from my New York City apartment without seeing somebody sporting a necktie. Stands to reason, then, that I, a designer of witty but elegant neckties (...and other men's gifts) am in the right spot.

I studied architecture at The University of Pennsylvania before becoming a bartender-turned-advertising art director. I live in New York's downtown Financial District, where the blur of ties in the morning and evening and almost every other time of day constantly reminds me that people need to lighten up, have some fun, but do it with style.

One day I looked down at my boring necktie and realized that neckties are just like blank canvases. Why must they just be filled with stripes and dots? My original concept was to design witty and whimsical ties that were wearable. One of the first ones I conjured up was my Demolished Ballparks necktie, using design sketches of now-demolished baseball parks. Or my Stock Ticker that spits out stock quotes from neck to belt. Or, the necktie that's as useful for navigation as it is for fashion: the NYC subway map tie.

I would say almost all my designs are inspired by the people I meet and things I see in my city. I immediately realized when I started my company, that New Yorkers are creative, talented, hardworking and skilled crafts(wo)men. Why not employ them and help the local economy? Since 1993 my neckwear has been home grown, and every stitch of it, sewn in New York City. I was often asked why I manufactured locally when I could very easily have manufactured in China and increased my profit margins? Well, my profit margin has never been my only driving force.

So, since 1993 my neckwear has been designed, made and hand-finished in New York City.

Press Contact:
Valentina Guazzoni
212 94 5419
val@joshbach.com

