

1. **Introduction**: Anderties is a company that provides people everywhere with ties that are ahead of the times and offers them at an affordable price. The goal is that anyone can come to Anderties to “up their fashion game” and feel confident by dressing sharp. The difference maker with shopping at Anderties vs any other tie store, is that Anderties doesn’t only offer styles that are popular at the moment, but we make sure that you are being a trendsetter by wearing our newest design ties. Anderties sets the bar at a new level that is impossible to replicate. Wearing Anderties will set you apart from the crowd and give you a new sense of self that you have been searching for.

a. **2. Background**: Anderties was founded by Aidan Anderson while he was in college. Aidan decided to sell some unique ties he owned and saw a lot of success in doing so. It was at that moment that he saw a vision for what ties could be. People are seen nowadays wearing all sorts of different and unfortunately at times, ties that would have been popular in the 1970’s.

3. **Fashion** tip 1: For people to understand what to wear and what not to wear, here are some basic yet essential fashion tips. If you are planning on wearing a black suit, do NOT wear brown shoes. Brown shoes go great with any other colored slacks and suits like navy or kakhi but definitely not black. When wearing a ties, it is essential that you do not wear the ties too long or too short. Your tie should hang just before your beltline but should never be touching it nor hanging below it. The knot is the first thing people notice when you are wearing a tie. What do you think the difference is between a “fat knot” and a “tiny knot?” The answer is nothing. They are both too extreme on the spectrum on tie tying. Your knot should be on the skinnier and smaller side but not too

small. The other side of the knot that comes in handy to know is that it should be well shaped. After you tie your tie, you should make sure that it is pretty tight and then you must pinch the knot from both sides, creating a sort of triangular shape with the knot of the tie. A fashion tip that a lot of people don't understand is that unless you are looking for the look of a computer scientist who doesn't speak to anyone during the day and gets his pizza slid under the door, you should never be shopping for ties at thrift stores or second hand stores. You could have the nicest looking shoes and suit to compliment your tie, but if the tie is too fat or smothered with odd shaped diamonds or designs, your outfit has officially been ruined. Now if you are reflecting on your fashion sense and style and are realizing that you might be classified as said middle aged computer scientist, you are browsing the perfect website to transform your appearance.

- a. **4. Essentials:** Some more fashion tips include wearing the appropriate shirt for your tie. A personal opinion is that the more simple your outfit is, the better. A little known secret is that wearing "loud" clothes is not popular anymore and is actually quite tacky. An example of loud would be considered wearing bright blue suits with extreme ties and crazy socks. The whole point of making your style look sharp and concise is that you are respected by those that associate with you and most importantly, respected by yourself. Wearing loud clothes will only draw negative attention to yourself and people will not be able to take you seriously. Now going back to the importance of your dress shirt, it is vital that your shirt is not wrinkled. The only thing worse than a wrinkled shirt is a stained shirt. Please, do not ever wear either a wrinkled or stained dress shirt.

- b. **5. Clothing:** The dress shirt must be slim. Now, the degree to how slim your suit is varies on your body type. Whether you are super skinny or have a larger body stature, the goal is finding a shirt that compliments your body. Do not get dress shirts that are too tight, they are never flattering even with a jacket. I've talked a lot about what not to wear, so in case you might now be confused on what you *should* wear, let me give you a good image. Think of yourself wearing a slim white shirt that is crisp and clean. You have tied a slim black tie on top of that shirt and you are sporting a slim navy-gray suit. To finish off the outfit you are wearing a black belt with narrow black shoes. Observe that this image of an ideal outfit is not wearing brown shoes with the blue suit. Many of you might be wondering, why not wear brown shoes with a bluish suit?
6. **Solution:** The answer to this is that you are wearing a black belt, therefore you must match the shoes with the belt. You might on occasion skip out on wearing a belt at all. If that is the case for you, stop it. Now, if you wanted to alter this image to something more of your style. You could for example picture the same suit and shirt but now place a slim light blue and white striped tie on it. Now place a medium brown belt on the outfit with the exact same color shoes matching it.
7. **Grooming:** We've talked a lot about clothing items. I want to emphasize the cherry on top which is your grooming state. You must have a nice hairdo and if you have facial hair, it must be trimmed and look neat. Remember the key is looking respectable and classy at the same time. This will look better than going for a messy outside the box look.

- a. **8. Hair:** Some ideas of hair dos is getting a tapered cut, tailored to the shape of your face and head. Hard parts are popular with stylish appearances, where one might have a sort of combover with a lined part on the side of their head. Whatever you choose, make sure you remember the principles of being respected by those who see you.