

QUIET STORM

Hawks' unassuming star

Hossa is hard to ignore **SPORTS**

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At \$15 a pop, Naperville couple is winning
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TIE GAME

Offering high-fashion ties with a \$15 price tag, this Naperville couple is winning



Men: Do you spend more than \$15 on a tie? You shouldn't, says Greg Shugar, the Naperville tie-lover who co-owns the online brand *TheTieBar.com*.

He and his wife, Gina, were both lawyers baffled by the high prices of designer ties. They were also, as it turned out, lawyers who didn't love being lawyers. They ditched the legal world seven years ago and launched the website where all ties — even 100

percent silk ties — are \$15.

How can they only charge this much? Two reasons, says Shugar. "First, we design, we manufacture, we sell everything — there's no middle man, I hate saying that, but it's true. Second, we don't charge more because we don't want to."

Fair enough — we'll take it. And so will plenty of celebrities. Within the last year, the company has started dressing John Krasinski, Kobe Bryant and Daniel Radcliffe, who wore a *Tie-Bar.com* tie during his monologue on a recent "Saturday Night Live."

"It's incredibly flattering. In January, GQ ran a full-page feature of our blue tie bar. I can't even tell you, it's so bizarre that they have taken to something that we created. I marvel at it every time I see it."

Here are some of *TheTieBar.com*'s biggest sellers, including hot styles for this spring:

BELLY UP TO THE TIE BAR

Seersucker, a big trend this spring, is part of the new Cotton Collection at *TheTieBar.com*. All ties are \$15.



"As an attorney wearing a tie every day, I was frustrated spending so much on a necktie," says Greg Shugar, who launched *TheTieBar.com* with wife Gina, also a former lawyer.

HOW TO WEAR THE COLOR TIE CLIP

Greg Shugar's advice on how to rock the color tie clip (also called a tie bar): "Start with a colorless backdrop (like the white shirt and gray chambray cotton tie at right) and use a similarly colored pocket square to further bring out the tie bar's rich color. An absolute conversation starter."





In addition to ties, the website also offers tie clips for \$15 (above), pocket squares from \$5 to \$8 and cufflinks for \$20.



Add a touch of Ivy League class with another big trend for spring — the Club Stripe, a combination of stripes and crest.



THE PRINCES OF TIES

TheTieBar.com ties have popped up everywhere the last few months, including magazine covers, movie premieres and the Golden Globes. Scoop up these looks for \$15 at *TheTiebar.com*:



Joseph Gordon-Levitt sported this plaid bow tie from The Tie Bar to the Golden Globe Awards Jan. 15.



Daniel Radcliffe wore The Tie Bar's knit polka-dot tie, as well as a plaid pocket square, to the Jan. 24 premiere of "The Woman In Black" in London.



Jay-Z polished his look with a tie clip from *TheTieBar.com* on GQ's December



Justin Timberlake wore The Tie Bar's black tie clip while being caressed by Jimmy Fallon on the December 2011