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SEEN & NOTED

Tie clips get hip, for those young enough to pull it off

Thanks to "Mad Men," tie clips, designed to adhere the two parts of a tie together and to the shirt, are back in style.

Greg Shugar credits the retro look to AMC's four-year-old drama about advertising executives in the 1960s.

"That's guys for you," says Mr. Shugar, CEO and lead designer of TheTieBar.com, a Naperville-based neckwear retailer. "We take a long time to cozy up to a new fashion trend."

Mr. Shugar says sales of tie

clips (\$15) and their cousins, tie bars, have soared 500% in eight months. Most are shorter clips, worn with skinny ties. Mr. Shugar commands clients not to wear a clip longer than the width of the tie, and to position the clip between the third and fourth shirt button.

Perhaps in an ironic twist, clips now are a younger man's look, Chicago-based stylist Danielle Lutz says.

"Men 40 and up say it reminds them of their dad, and

they have no interest in going there," says Ms. Lutz, 36, owner of Chicago ShopWalk.



She suggests tie clips for twenty- and thirtysomethings.

One is Fei Wang, who wears a silver Ferragamo tie clip (\$150) with a skinny tie, solid-color shirt and a slim-cut Ralph Lauren Black Label suit. The look is "contemporary, with an old-fashioned

touch," says Mr. Wang, 33, senior vice-president of investments at UBS Private Wealth Management in Chicago.

When he wears the ensemble, "people say, 'Oh, you have the whole 'Mad Men' look down,'" Mr. Wang says. He's never seen the show.

He wears the skinny tie and clip once or twice a week, when meeting with young clients. For older ones, "I dress more old-fashioned," he says.

Lisa Bertagnoli

