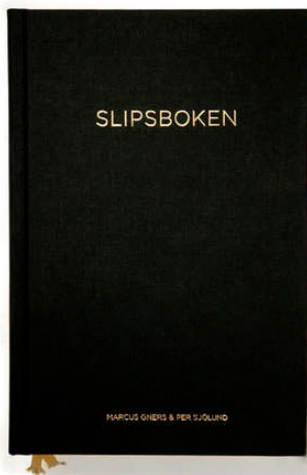


THE BOOK OF NECKTIES



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Introduction

Men are not born vain – it is England's fault if they end up that way

Less is more, or More is more

The necktie was invented long ago

Cool Britannia

The necktie is perfected in America

Prince of style and of Wales

WW2

The decade of comfort

Smart style adrift

Hippies and necktie – no, not really

The decade of the necktie and big hairstyles

Everything was so IT and exciting, but the necktie was bullied

Don't call it a comeback

How a quality necktie works

Looking after your ties

Silk is always the number one material

Patterns

Necktie knots

Accessories

Guide to brands

Recommended reading

Slipsboken

Marcus Gners & Per Sjölund

150x225, 176 pp

Loved and hated, collected and refused. Few items of clothing give rise to feelings the way neckties do.

Marcus Gners & Per Sjölund get to the bottom of it all. The history, the material, the patterns – in brief, this book deals with everything that is worth knowing about neckties.

The book of neckties is exactly what the title says, but it is also a book about men's fashion and lifestyle. The necktie is a fashion phenomenon that has been with us since the 17th century. It has changed a little in form over time, but the basics are the same. The book takes the reader on a journey along the long life of the necktie, passing important historical events, people and fashion innovations. *The book of neckties* is about both neckties in society and of course about the necktie as an item of clothing and how it should be used.



Marcus Gners & Per Sjölund

The book of neckties is the first book by Per Sjölund and Marcus Gners. Per Sjölund has worked in the fashion branch with neckties as a speciality for 20 years, and has run the chain of shops called Slipsgossen of which he was the founder. Marcus Gners has a background as a journalist and copywriter but nowadays is the marketing director for a media company.