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Tie Warehouse factfile: updated January 2008

About the business

- ✓ Tie Warehouse is an online retailer of men's accessories, specialising in ties, bow ties and cravats for men and boys
- ✓ The website address is www.tiewarehouse.co.uk
- ✓ The business is based in Northfleet, Kent and first went online in January 2004
- ✓ There are more than 1,500 different designs and styles of ties and accessories in stock at any one time, with approximately 100 new products added every month. That's one of the largest collections of ties and related products in the UK
- ✓ Latest products added include novelty bow ties, formal and themed braces, and a range of licensed cufflinks featuring Doctor Who, The Simpsons and Budweiser
- ✓ Although mainly sold in the UK, Tie Warehouse has customers around the world, including the USA and Australia
- ✓ Tie Warehouse often supplies TV programmes and celebrities. Once a tie was supplied for a dog acting as a pageboy at a wedding!

About the people

Gary Baker

- ✓ 39 year-old Gary Baker is the founder of Tie Warehouse.
- ✓ He is an expert on ties, how and when men wear them, and related male fashions and trends. There's not a fashion or novelty tie he hasn't seen. And he can find you a tie for every occasion.
- ✓ Gary is available for media comment on all aspects of ties and related accessories. He can also comment on setting up and running a successful online retail operation. He has done numerous newspaper and radio interviews.

Full press resources including images, logos and screenshots, are available online at www.tiewarehouse.co.uk/press

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