

# TYES BY TARA

## FACT SHEET



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## TYEELINE

- 2010  www.tyesbytara.com launches
- 2011  Debut at POOL Tradeshow
- 2013  Intimates are introduced
- 2014  Won First Award from Adnet Media Boutique Accessory of the Year
- 2015  Named Brand to Watch by the Lingerie Journal
- 2016  Bridal Collections are introduced
- 2020  TYES BY TARA Available in Europe
- 2022  TYES BY TARA feature in Cosmopolitan Magazine

## THE STORY

Established in 2010, TYES BY TARA started with a spark of inspiration from the naughty school girl necktie. I was fascinated by the juxtaposition of the strong masculine symbolism coexisting with the soft feminine details. After trying to find more like it, I decided that it was time to make my own. So I bought a sewing machine, some fabric and thread and started making each tie by hand.

## THE TYES

With 12 categories of products and over 30 collections of experience-inspired ties, our ties include: Bowties, Eartyes, Ringties, Tyelets, Ankletyes, Beltyes, Heeltyes, Tycuffs, Bratyes, Niptyes, Legties and Tycuffs.

## OVERVIEW

TYES BY TARA is an award-winning company that designs jewelry, accessories and intimates to celebrate femininity. Established in 2010, TYES BY TARA aims to help women feel feminine, desired and confident. With our exclusive designs, giftable packaging and handcrafted quality. Seen on celebrities, influencers and entertainers, our collections re-imagine accessorizing with elegance, beauty and femininity.

## VISION

Our vision is to help women discover, embrace and celebrate their femininity by reimagining accessorizing.

## MISSION

To design jewelry, accessories & intimates that help women realize all that is she and all that she wants to be. Curating inspiration from fashion, music and fitness, Tara carefully designs each product to ensure originality, beauty and sophistication.

## VALUE STATEMENT

### EXCLUSIVE DESIGNS

Each TYES BY TARA design is carefully designed and handcrafted to ensure quality, endurance and satisfaction.

### INNATE VERSATILITY

Designed to go anywhere you want to go, each collection is versatile and intimate, so you can enjoy them wherever and whenever your heart desires.

### GIFTABLE PACKAGING

After years of hands-on retail experience, our packaging stands the test on store shelves as well as a special keepsake box for effortless storage.

### LOVE & SUPPORT

Clients are vital to our business and we want you to love your TYES BY TARA experience. Care cards are presented in each item to ensure proper care.

WITH LOVE,  
TARA