



*20th Anniversary*  
Setting The Trend Since 1991



## STEVEN LAND NECKWEAR CELEBRATES 20TH ANNIVERSARY AT MAGIC

LAS VEGAS, NV (FEBRUARY 2011) - Steven Land has emerged as a top designer of men's accessories such as ties, cuff links and his high quality shirt collection. Land has come a long way from his humble beginnings as a struggling designer trying to make it in the melting pot of fashion, New York City.

This year Steven Land celebrates his 20th Anniversary as part of the MAGIC Trade Show, February 14 – 16, 2011, Las Vegas Convention Center, MAGIC Booth # 4913, and MRket Las Vegas, Venetian Hotel, Booth # 465, Las Vegas, NV. 2011 marks the 20th Anniversary of the designer and what better way to make some magic then celebrating with The MAGIC Tradeshow. Steven Land will introduce some new products that are sure to be must haves in a fashion forward man's wardrobe. The latest innovative design by Steven Land is the "Hi Density" Tie. The Hi Density is made of heavy, quality English inspired fabrics at an amazing 140 picks per inch. It has classic European sensibility with added Steven Land swagger. SLNY is Steven Land's answer to the latest trends in young men's contemporary neckwear.

SLNY will deliver slender, clean neckwear in a multitude of colors, fabrics and styles. Steven Land continues its successful partnership with Swarovski and will display their latest crystallized collection. And what would fantastic looking ties be without fantastic looking shirts? Steven Land offers a high quality line of men's dress and casual shirts that work perfectly with his own signature brand of ties and cufflinks. Steven Land maintains a tradition of high quality neckwear manufacturing that will insure his success for many years to come. For more information please contact Keith L. Underwood of Underwood Multimedia Associates (UMA) Worldwide at 323.298.0929 or by email at [keith@umaworldwide.com](mailto:keith@umaworldwide.com).

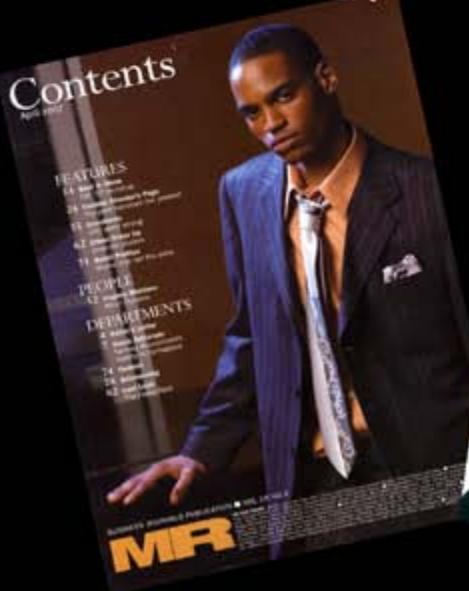
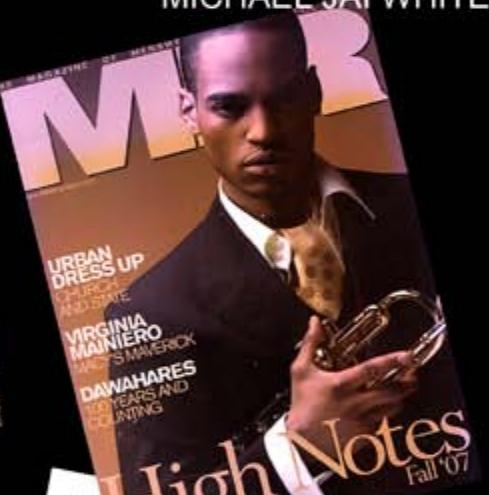
*Stevenland*



MICHAEL JAI WHITE



LAMMAN RUCKER





DEAD MEN DON'T  
WEAR PLAID.

**MR** fashion



Left: Jacques Britt shirt, Ayers Isles jacket, J.M. Weston pocket square, De Vilin trousers, Frye shoes. Right: Saks Fifth Avenue plaid suit, Bernard Closier shirt, Saks Fifth Avenue necktie, J.M. Weston pocket square, Saks Fifth Avenue shoes.

CONCIERGE SELECT

**1 The Right Cover**

Sunglasses have become more than just a popular accessory; they are a necessary aid for protecting the eyes. According to the eye health and safety organization Prevent Blindness America, shades should perform several functions, including reducing glare without distorting colors, and filtering out 99% of UV rays. Edward Boerner's ([www.edwardboerner.com](http://www.edwardboerner.com)) high-index coated lenses cut 100% of the glare and offer 99% UV protection. To provide accurate, custom-fit lenses, the eye-wear designer/retailer uses patented EyePoint Technology for lens analysis. Edward Boerner offers great style, too!

**2 In Step**

Comfort and style come together in designs from Samanta Shoes. ([www.samantashoes.com](http://www.samantashoes.com)) Fully leather lined with leather soles and handcrafted in Brazil, the shoes are constructed with arch support and comfort in mind. Samanta Shoes offers a variety of new styles for the spring season in a range of heel heights and in hard-to-find sizes: 8-14 for men and 6-11 (medium) and 9-14 (wide) for women. And shipping is free.

**3 Color Infusion**

Even if you feel confined to suits that are black, brown, and gray, however, Steven Land ([www.stevenland.com](http://www.stevenland.com)) gives you a range of options for brightening and punctuating your style, offering cuff links, 100% silk ties, and 100% cotton French-cuffed shirts in dramatic designs and explosive colors. Prices range from \$40 to \$80 and can be purchased at Macy's fine men's retail outlets and online.

—Sonia Alleyne



**SL**  
STEVEN LAND

**MR**

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100 YEARS AND  
COUNTING

**High Notes**  
Fall '07





## THE POWER PLAYER LIFESTYLE MAGAZINE

### October STYLE POWER

FASHION is a ever evolving cycle of styles that repeat from decade to decade and century to century. The question we pose is quite simple, do you have ever lasting *Style Power*?

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." - Words by Coco Chanel.

Steven Land Neckwear Introduces the Ribbon Tie in Fall 2010



Here is another story that epitomizes the American Dream and is the essence of what The Power Player Lifestyle Magazine is all about. Since 1991 Israeli born designer Steven Landman has been accessorizing the Power Players of the world with his unique line of Steven Land Neckwear. After coming to America Landman entered the fashion arena while working as a tie salesman at his brother's haberdashery in New York. Landman soon developed a keen eye for fashion and realized that the quality of men's neckwear was below standard. A natural entrepreneur and go-getter he started Steven Land Neckwear with a mission to provide style, quality and fashion-forward neckwear at moderate pricing.

Today Steven Land Neckwear can be found in numerous specialty chain stores throughout the country. His unique brand of neckwear takes floral and jacquard fabric and makes them into bold, powerful fashion statements. His popular Crystal Ties incorporate his unique colors and designs with touches of Swarovski crystal to create a bit of dazzle to the tie.

This fall, Steven Land Neckwear will introduce its new line of Ribbon Ties – an original concept using solid satin material on one side and a basket weave of two different ribbons on the other. This concept will surely change the face of men's neckwear and forever stamp Steven Land Neckwear as true fashion innovators. "Our ties incorporate unique designs, coloring and textures that will get people to say 'Wow, that's a great tie!', asserts Merchandising Director Robert Talliver. A great tie indeed. I was able to sample one of the ties and the first thing I heard upon arriving into a business meeting was "Wow, that's a nice tie you got on." And for that I must say "Thank You" to Steven Land Neckwear.

For more on Steven Land Neckwear and his expanding line of dress shirts visit [www.stevenland.com](http://www.stevenland.com).





THE ONLY FASHION, LIFESTYLE &

# KRAVE

MAGAZINE®

**TIED DOWN**

TIE DESIGNER STEVEN  
LAND IS CHANGING  
YOUR TIE GAME

**SPEAKING AGAINST  
MOLESTATION**

WHY MEN SHOULD

**THE RELEVANCE  
OF FRATERNITIES  
& SORORITIES**

THE PRIVILEGE OF  
BEING A MEMBER

**8 HOLIDAY LOOKS  
UNDER \$100**

RESALE REVAMPED!



**AUTO EROTICA**

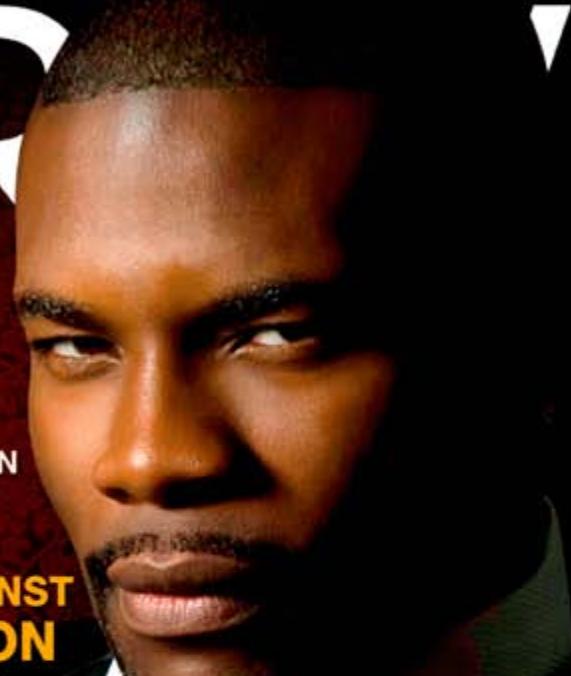
THE HOLIDAYS  
HOTTEST WHIP

**ALSO: DALLAS REPRESENT! KRAVE'S 2010 KOVER SEARCH WINNER**

FOR MEN OF COLOR

# KRAVE

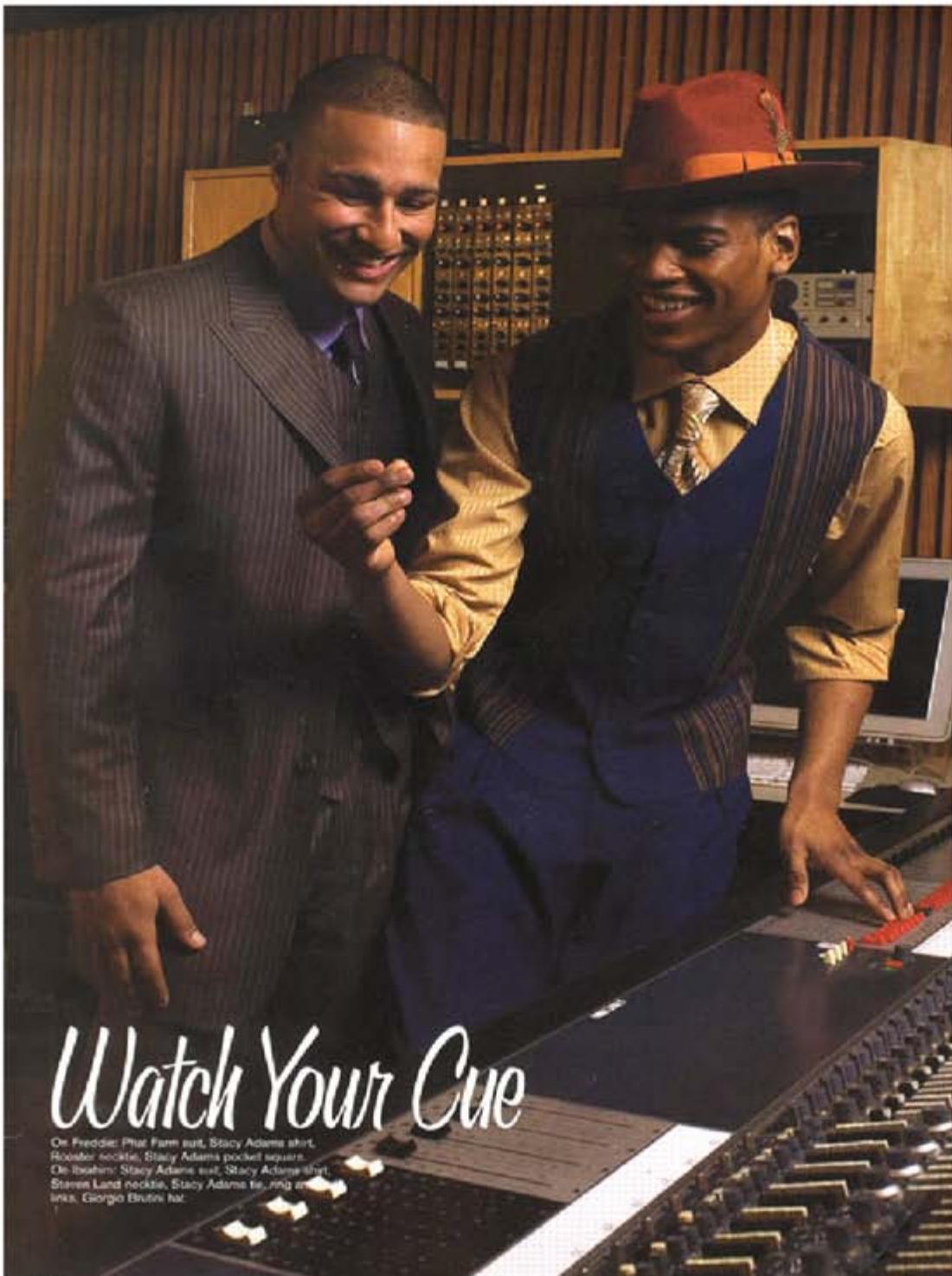
Fashion!



Amin  
**JOSEPH**  
Hollywood's Next  
Big Deal!

(YOU HEARD IT HERE FIRST)





## Watch Your Cue

On Freddie: Phat Farm suit, Stacy Adams shirt,  
Riccardo necktie, Stacy Adams pocket square.  
On Ibrahim: Stacy Adams suit, Stacy Adams shirt,  
Steven Land necktie, Stacy Adams tie ring and  
links, Giorgio Brutini hat.



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April 2007

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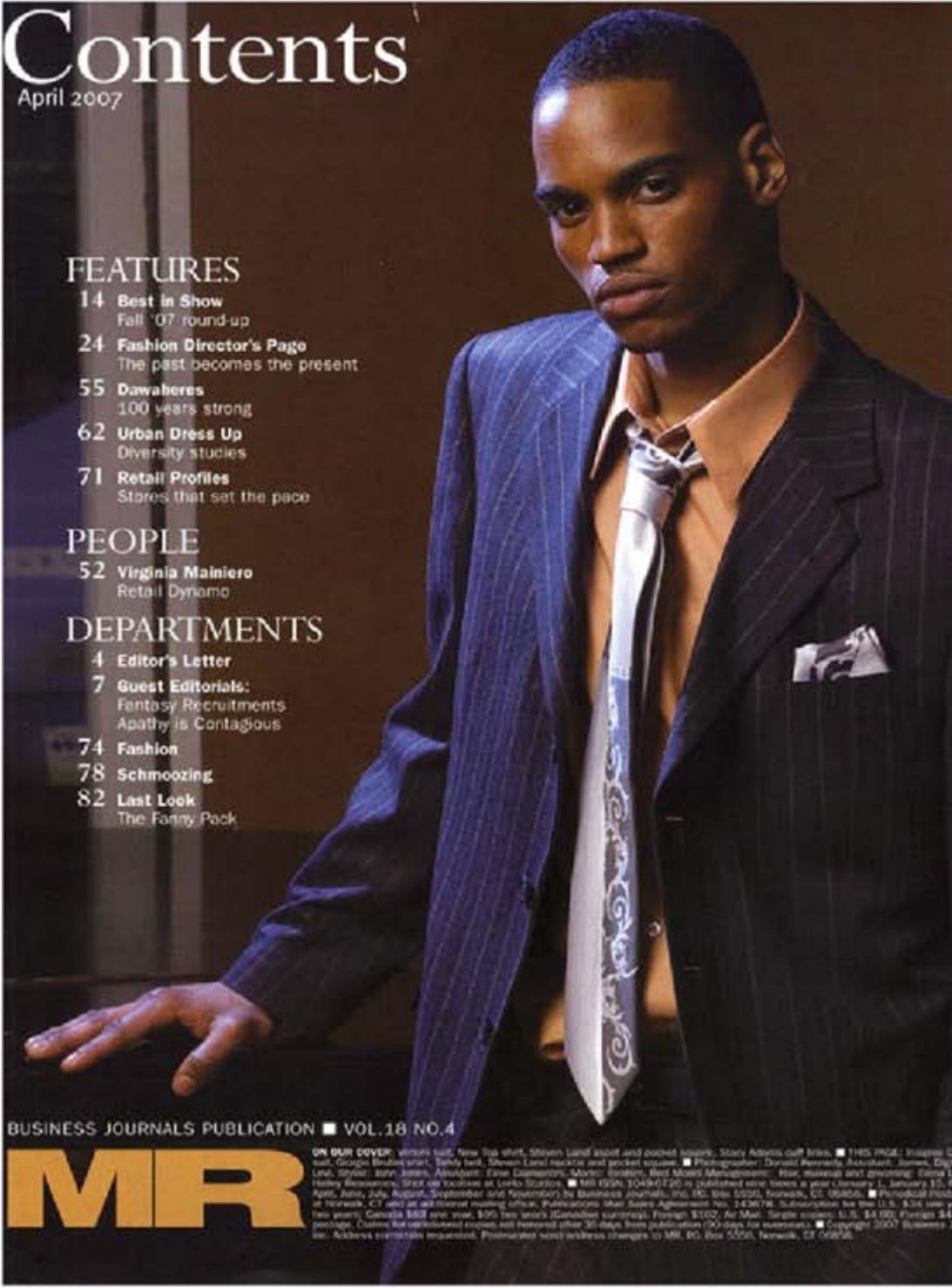
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## Out of Africa

**W**hen it came to the new fashion line Eki Orleans, creator Hazel Aggrey-Orleans had an idea: pair structure and shape with silk and African patterns to make innovative, feminine clothing. In doing so, she has brought African style to the forefront, making it not only fashionable, but wearable for day and night- work and play. Her inspiration behind the Autumn/ Winter line? What she describes as "... spicy earthy tones, vivacious oranges, hot pinks and royal purples, coupled with sharp layers," a perfect combination for the season. Feel free to take a gander at this season's seductive dresses at [EkiOrleans.com](http://EkiOrleans.com).

-Holly Clay

Designer Hazel Aggrey -Orleans uses African design as an influence in her new line. Eki Orleans



## Well Suited

The Steven Land Tie Line Brings Crisp Look To Menswear



**A**s a buyer for his brother's tie haberdashery, Steven Landman was very dissatisfied with the style and quality of the neckwear that he encountered. He just knew that he could do better than what he was seeing. Steven opened his own shop and began making ties out of women's fabrics. His ties sold like hot cakes at trade shows and shortly thereafter Steven created his neckwear line, Steven Land. Today, the line has expanded to carry cufflinks, vests, and shirts, yet his neckwear line still remains the jewel of his brand.

-Holly Clay

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