



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.

Stevenland

SL

STEVEN LAND



MICHAEL JAI WHITE



LAMMAN RUCKER





DEAD MEN DON'T
WEAR PLAID.

**MR** fashion

Left: Jacques Brel shirt; Adidas tracks jacket; J.M. 1970s windbreaker; square-cut Levi trousers; Frye shoes. Right: Sakai Aoyama 1970s leather jacket; Beyond Closet shirt; Teymori and necktie; J.M. 1970s polo shirt; square-cut Levi trousers; Frye 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 Beiner's (www.edwardbeiner.com) high index coated lenses cut 100% of the glare and offer 98% UV protection. To provide accurate custom-fit lenses, the eyewear designer/retailer uses patented EyePoint Technology for lens analysis. Edward Beiner offers great style, too.

2 In Step

Comfort and style come together in designs from Samantã Shoes (www.samantashoes.com). Fully leather lined with leather soles and handcrafted in Brazil, the shoes are constructed with arch support and comfort in mind. Samantã 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 6-14 (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, haberdasher Steven Land (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





STEVEN LAND

The cover features a portrait of a Black man in a dark suit, white shirt, and patterned tie, holding a trumpet. The background is a warm, brownish-gold gradient. The magazine title 'MR' is at the top in large, bold, sans-serif letters. Various headlines are on the left, and the main title 'High Notes' is at the bottom in a large, elegant serif font, with 'Fall '07' below it.

www.MRketplace.com

MR

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DAWAHARES
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 Taliver. 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





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MAGAZINE®

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WHY MEN SHOULD

THE RELEVANCE OF FRATERNITIES & SORORITIES

THE PRIVILEGE OF BEING A MEMBER

8 HOLIDAY LOOKS UNDER \$100

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+

AUTO EROTICA

THE HOLIDAYS HOTTEST WHIP

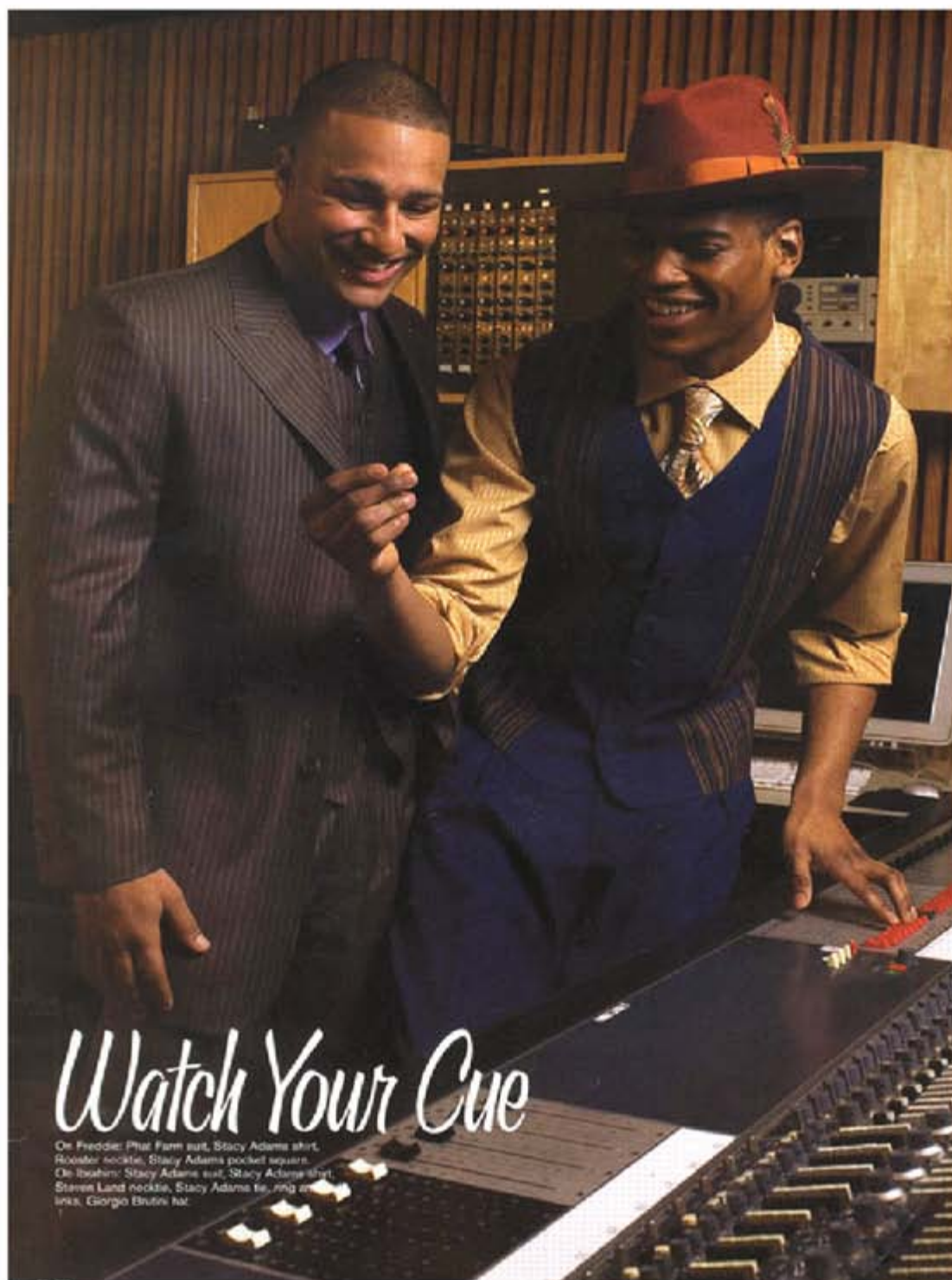
Amin JOSEPH

Hollywood's Next Big Deal!

(YOU HEARD IT HERE FIRST)



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



Watch Your Cue

On Freddie: Phil Farm suit, Stacy Adams shirt,
Roxeter 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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MR

ON OUR COVER: vintage suit, new top shirt, Steven Land sport and pocket square. Story Adams cuff links. ■ THIS PAGE: Inspire Co suit, Giorgio Bruton shirt, Safely belt, Steven Land necktie and pocket square. ■ Photographer: Donald Bennett, Assistant: James, Digne Land, Stylist: John Jones, Assistant: Euse Damschro, Model: (front), Red Model Management; (back), Michael and growing: Elena La Henry, (back), Grant on topless at Lefko Studios. ■ MR ISSN: 1048-0720 is published semi-monthly in print January 1, January 15, February 1, April, June, July, August, September and November by Business Journals, Inc., 90, 900, 0000, Norwalk, CT 06850. ■ Periodical postage at Norwalk, CT and at additional mailing offices. Publication Mail Sales Agreement No. 2436796. Subscriptions for the U.S.: \$34 (one year), two years: Canada \$53 (one year), \$95 (two years) (Canadian subscribers: Foreign \$102, Air Mail: Single copies: U.S.: \$4.00, Foreign \$4.45 postage. Claims for undelivered copies will be honored only 30 days from publication (90 days for non-U.S.). ■ Copyright 2007 Business Journals, Inc. Address corrections requested. Postmaster: send address changes to MR, P.O. Box 5550, Norwalk, CT 06850.

Out of Africa

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

When 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.

-Holly Clay



Well Suited

The Steven Land Tie Line Brings Crisp Look To Menswear

As 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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STEVEN LAND

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