

# 12-Year Old Fashion Designer Sends Kids to Camp



Gustys Bow Ties: Artfire.com

**Competing in the 850-Million Dollar Neckwear Industry**



Gustys Bow Ties: Artfire.com

*Shark Tank's* repeat airing on Friday of the episode of Mo's Bows reminded me once again of the earlier profile I'd written on Knotaccess <http://wp.me/p3Kr4S-1qt>

So I revisited the website and Mo's Bows where I discovered the Send a Child to Camp bow tie. And I began to wonder just how many bow ties are sold annually.

Finding an answer wasn't necessarily a Google click away. U.S. Census figures for 2007, for Men and Boys Neckwear manufacturing, indicated \$299 million dollars in sales volume for that period. But a recent Bloomberg article projects sales of \$850 million dollars, with 7 percent of those figures for

bow ties.

A look through Amazon's inventory reveals a remote control bow tie, a bat shaped tie, a 49 cent cent adjustable bow and 19-pages of inventory illustrating why the custom quality bow tie niche attracts an array of fashion minded entrepreneurs. Few would argue that the Moe's Bows CEO probably brings an easy smile to many people. A walking bundle of confidence and inspiration and social business responsibility.

## References

Photo Credit:

Gusty's Bow Ties

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<http://tinyurl.com/o477ncr>

YouTube Note: Two of several videos by the Mo's Bow CEO

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*O Magazine*

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