

TIE T-SHIRTS A SYMBOL OF DOING BUSINESS BETTER

TETON VALLEY, IDAHO, NOVEMBER 15TH 2010—Jokes are always made about the casual attire of people who live in rural areas, but Teton Valley natives Bjorn Borstelmann and Kelley Sharp have taken casual to an entirely new level. The couple recently launched a company called Formalitees to sell a new kind of shirt they've patented—the "Tie Tee," a T-shirt with a tie permanently attached to the neck.

"Suits have always made us uncomfortable, not just from how they feel but because they're worn by corrupt politicians and Wall Street bankers," admits Bjorn. Kelley adds, "It's not like everyone who wears a suit is bad, but some people have definitely ruined its reputation."

The two designed the Tie T-shirt to represent the new kind of leadership that is both socially and environmentally responsible. To give examples of this level of professionalism, Formalitees features entrepreneurs and activists on its website, revealing the inspirational stories behind each individual's cause. "Tie Tees are for real leaders," explains Bjorn. "It's for people who are helping to save the world instead of just exploiting it."

In their own work, Bjorn and Kelley are determined to set a good example by mak-

ing Tie Tees as sustainably as possible, using 100% organic cotton that was grown in Texas and custom sewn in California. “We chose to support the struggling American garment industry because it’s unacceptable that other clothing companies nearly killed it through outsourcing,” reveals Kelley.

The new company was announced recently at a sustainable textiles conference in New York City, where Bjorn and Kelley learned about the newest developments in fairly sourced and environmentally responsible apparel. “Most clothing companies cut every corner,” reveals Kelley. “That’s why their clothes are so cheap—but the reality is cheap T-shirts are subsidized through economic slavery and environmental destruction.” Bjorn is quick to add, “So you save a few bucks, but everyone else gets screwed—that’s business as usual.” And as Formalitees says, “Business as usual usually sucks.”

But it’s not just about the fashion industry for Bjorn. “Sustainable business isn’t a trend,” he warns. “If you’re not thinking responsibly, you’re going to get left behind.” And if you are thinking responsibly, you’ll feel good wearing a Tie Tee.

Formalitees’ patented Tie Tees are available exclusively online from formalitees.com, and come in both men and women’s cuts in six different color contrasts for \$49. For more information email press@formalitees.com or call 307-201-6686.

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