

Tied to Southern Tradition



Southern Proper:

Many things come to mind when this term is used in conversation. For two enterprising Southern women, it has become a way of life. Emmie Henderson, a farmgirl from Ripley, Tenn., and Reagan Hardy, a Kinston, N.C., native met in college at Brenau Women's College in Gainesville, Ga. A few years later, these friends decided to carve their own little place in the fashion world. Less than a year ago, these Southern Belles began their Atlanta-based necktie company—Southern Proper.



Emmie and Reagan

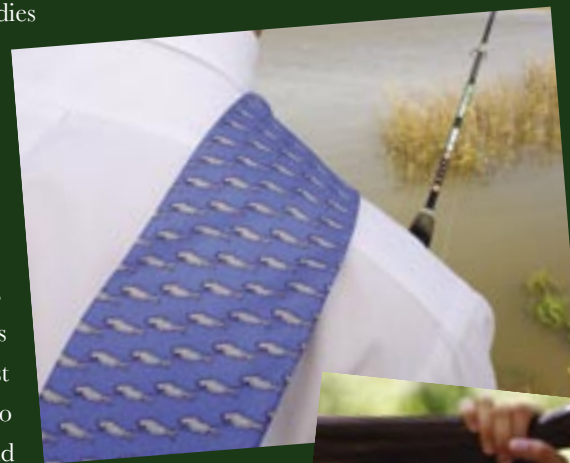
by *Bethany Daws*

When Henderson and Hardy met in college they shared an instant bond. Little did they know that in time their love for fashion and Southern men would one day lead them to become business partners. The two entrepreneurs came together after graduation and brainstormed on what business avenue to take. After much thought and consideration it was clear: men's fashion. When deciding what part of men's fashion they wanted to design, the ladies thought ties would be the perfect way to get their collective foot in the door of the fashion industry. While some may think it would be a challenge for women to work in men's fashion, it actually works to their advantage. "Most of the people we sell to have been very warm and welcoming. They are glad to see fresh, new young faces trying to get into the industry," explains Henderson.

Southern Proper has two available product lines, The Beaus Collection (bowties) and the Gents Collection (neckties). Both collections feature fashionable pastel and vibrant colors on high quality silk. Each design is hand-drawn with popular

symbols of the American South. The most popular designs are the Dogwood, Cotton, Black Lab and Peach. The latest designs feature Peanuts, Mallards, Golf and Catfish, just to name a few.

Like most small businesses, Southern Proper has tried to grow slowly, but after 20,000 visitors on their Web site, SouthernProper.com, the business was forced to keep up with demand and grow rather quickly. The ties are now retailing in 32 men's clothing stores across eight Southern states. Don't look for these girls to be content just designing neckwear though; the two Atlanta residents have plans to create a full line of Southern Proper merchandise. To view the neckties or to find a retail location near you, visit www.SouthernProper.com.



Haberdashery for the Southern Gentleman