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**ZB Savoy Previews The Beach Collection for Spring ‘17 at NY NOW**

**New York – August 5th, 2016** – ZB Savoy, the men’s accessories company that specializes in dapper ties, bowties, lapel flowers, suspenders, pocket squares and more, will be showing their Spring and Fall ‘17 collections at NY NOW. The Spring collection pulls inspiration from the world’s most picturesque beach destinations like Nice, Phuket, Santorini, Barbados, Tahiti and Bali.

“As an avid surfer, I draw a lot of inspiration from the water,” said designer and founder, Zachary Barnhorst. “I wanted the textiles I chose to reflect the spirit of each destination and give the wearer the same joy wearing the piece as do every time I explore a new beach.”

Each city is represented by a miniature capsule collection that includes: a cotton bowtie, skinny tie, lapel flower and pocket square that can either be worn together or mixed and matched to give the wearer a truly unique look. Designed for the man that’s not afraid to stand out in a crowd, the collection features soft yellows and subtle turquoise, grounded by neutral stripes and checks. Stand out pieces include the Stars and Stripes bowtie and the vintage upholstery skinny tie and flower lapel are available in cornflower blue, denim and daffodil yellow.

ZB Savoy is handmade in San Diego and starts at $15 wholesale. Barnhorst will be showing the two newest collections at Booth ID226 at the Javitz Center in New York City from August 21st – 24th. The booth will be open from 9-6 PM.

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About ZB Savoy

Founded in 2011, ZB Savoy is a “Casual Dapper” men’s accessories company. Each ZB Savoy product begins with textiles. Zach spends a great deal of time sourcing his fabric bi-coastally, as well as from India, Turkey and Japan. Guided more by instinct and an internal sense of what looks good, what looks right, Zach seeks to find patterns, colors and textures that speak to him and will pour over swatches and travel the world to find them. The company is housed in a barebones industrial building in downtown San Diego where Zach and two assistants make their product by hand, while dressed in bowties and suspenders.