Global Neckwear Marketing

Our Flagship Brand is Rivetz of Boston

Novelty Neckwear Program

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Thank you for your interest in the *Rivetz of Boston* Novelty Neckwear program. Our company, Global Neckwear Marketing, has an extensive background in the neckwear industry. The team at Global manufactures and markets neckwear and scarves under the *Rivetz of Boston* brand.

We come from a manufacturing tradition in the accessory industry dating back to 1921. With our worldwide sourcing and design capabilities, we are proud to offer you a high-quality product with prices that give you added margins and profits. Our pricing remains highly competitive in the custom neckwear industry.

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The History of Rivetz of Boston

In 1921, Abe Rivetz founded Rivetz of Boston, a company to manufacture and distribute men’s bow ties. In a very short time the company grew into a full neckwear manufacturing entity. Eventually, Rivetz of Boston went national with great success in traditional English repp stripes, club ties and Italian foulards. The Rivetz of Boston label became a staple of traditional men’s haberdashery stores. Abe Rivetz began with Harvard Square stores in Cambridge, Massachusetts and took the European look coast-to-coast.

Rivetz of Boston was the first manufacturer to approach the Ivy League schools and develop a neckwear insignia program. This program was established before WW II. Rivetz of Boston put insignia programs in place, while also establishing the traditional repp stripe business through their college regimental line. All of the silk goods at that time came from England.

From 1961-1967 a former Brooks Brothers salesman, Ralph Lauren, represented Rivetz of Boston in the metropolitan New York market. During his tenure with Rivetz of Boston, Ralph Lauren designed ties and developed the wide necktie concept. In 1968 Lauren started his iconic brand, Polo.

Forty years later, Rivetz of Boston, the flagship brand of Global Neckwear Marketing, Inc., continues to represent fine traditional and fashion forward neckwear for men. In addition, Rivetz of Boston has expanded its line to include Italian-made silk knit ties, suspenders, women’s scarves, ribbon belts, hair accessories, and fabric wallets, all using custom school and corporate logos.

Rivetz of Boston uses state-of-the-art graphics and textile designers to create new products. Its manufacturing facilities utilize cutting-edge technology and expertise for printing, loom weaving, and finishing processes to produce the best quality silkwear.

In 2007, Rivetz of Boston began producing a unique gift item: a cube-shaped silk covered box with a matching necktie rolled up within the box. This item has become extremely popular with college and university stores, as well as national gift stores and mail order catalogs.

Rivetz of Boston is a brand that stays in the forefront of the traditional neckwear market, by creating new interpretations of proven designs. No other brand equals Rivetz of Boston in detail and quality. Rivetz of Boston continues to be recognized as an American Classic.
Our Newest Designs

3155 Mermaid
3156 Shark

3161 “The Runner”
3163 Catboat
3162 Nautical Knots
#3007 Seahorse

#3009 Anchor

#3153 Whimsical Whale

#3105 Sunfish

#3109 Spinnaker Sailboat
The Great Outdoors

#3151 Black Bear

#3113 Moose

#3106 Fly Fishing

#3052 Catamount

#3010 Ducks
Professional Ties

#3050 Scales of Justice          #3147 Lady Justice

#3051 Medical Caduceus           #3052 Stethoscope
#3115 Baseballs

#3116 Footballs

#3117 Soccer Balls

#3122 Basketballs

#3126 Jockey Silks & Caps

#3157 Lacrosse Sticks
Golf Ties

3150 Glen Plaid with Golfer  #3136 Vintage Golfer  #3149 Tartan Plaid with Golf Ball

#3137 Golf Terminology  #3104 Golf Carts
State Map & Icon Series

#3000ME Maine

#3000CT Connecticut

#3000NH New Hampshire

# 3000RI Rhode Island
State Map & Icon Series

#3000CC  Cape Cod

#3000MV  Martha’s Vineyard

#3000ACK  Nantucket

#3121 The Lighthouses of Maine

#3000BST  City of Boston

#3000ACK  Nantucket
Aviation Neckties

#3004 Biplane

#7806 Airplanes

#3115 Helicopter

#8112 Jet Airplanes

#3134 Jet Helicopter
#3129 Evolution of The Hockey Mask

#3164 Hockey Sticks

#3130 Evolution of The Football Helmet

#3138 Evolution of The Bicycle
Why Knot Shape Ties
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Style NWH  Style NPT  Style NDF  Style 6021

Style LGA  Style 6019
St Patrick’s/ Shamrock Tie

#3165  Shamrocks
Color 1 Navy
Color 2 Green