

Fashion couple socks it to suits

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BUSINESSWOMAN Anne Harding finds waiting at the airport more tedious than most people.

"Sitting at the airport, I see all these businessmen with beautiful suits but mismatching socks and ties," Ms Harding said yesterday.

"The socks are often pilled and tired and usually navy or black. It's an absolute tragedy because the men are spending a fortune on their suits but the details are letting them down."

In a bid to address these sartorial shortcomings, Ms Harding and her husband, Stan Crinis, are launching boxed sets of co-ordinated silk ties and socks, which they claim are a world-first in the men's accessories industry.

"It's the missing link in men's style," Ms Harding said.

Each box set of their Stanley Lewis label contains one silk tie and two pairs of co-ordinating socks, all made in Italy. "The quality is absolute," Ms Harding said.



'Missing link': Anne Harding and Stan Crinis

Mr Crinis, a former property manager with Westfield, and Ms Harding, a former retail executive, claim they are "putting the romance back into men's dressing".

"The quality-tie market has been battered by the Chinese industry, which has flooded the market with cheap imitations," Ms Harding said.

"We are putting the romance back into ties because all of ours are handmade with a lot of love and care."

"When economic times are a little tougher, tie sales go up," Ms Harding contends.

"It's an easy way to improve your look rather than buy a whole new suit.

"It's a bit like women buying a new lipstick rather than a new dress."

The pair aim to produce four ranges every year, each with 17 designs in three colours. "We want to give men a reason to buy Stanley Lewis several times a year," Ms Harding said.

"Hopefully the ultimate result will be that men won't buy a tie without a pair of co-ordinating socks," Ms Harding said. "That is the revolution we want to see."