



Luxury Neckwear Brand Shakes Up The Ladies Accessories Scene

MON, DEC 15, 2014 13:07 CET

A London based designer is reinventing the ladies accessories market with a galvanising collection of luxury embellished neckties. Founded by Sabah Mauladad, the [Bibisab](#) e-boutique retails a unique collection of high-end neck couture designed to delight the modern woman.

In 2014, Bibisab was launched with a mission to elevate embellished ties as a must have wardrobe essential for dressers on the search for something fast, glamorous and inherently easy to wear. Armed with an eye for outstanding detail, Sabah develops utterly unique embroidery motifs for each individual necktie. Each piece is lined with silk blend fabric and hand-embellished with dazzling Swarovski crystals, sequins, gems, beads and faux pearls to create an ultra-luxe look and feel.

Sabah said, "I've always been infatuated with the added element of elegance a tie can bring to an outfit. Yet despite their longstanding popularity I found that the feminine neckwear market was practically non-existent. I'm on a mission to reinvent the traditional concept of a tie and give the accessory an up-to-the-minute makeover that's worthy of the world's most coveted catwalks."

As a British national with Asian heritage Sabah's pieces are an intriguing blend of contemporary chic and Eastern exoticism. Her personal infatuation with fashion is backed by an impressive academic portfolio which includes a Post Graduate in Footwear and Accessories from London College of Fashion. Before launching Bibisab Sabah spent a decade making her mark in the luxury fashion sphere. Long-term roles at Harrods, Selfridges and

Net-a-porter taught her the ins and outs of the industry and paved the way for the successful launch of her very own high-end accessories brand.

Designed to attract attention, the hand-crafted neckties are the perfect way to add a unique twist to any outfit. Team them with everything from sexy V-neck blazers and low cut evening dresses to button up collared shirts and tie neck blouses. From cocktail parties, operas and theatre nights to fashion weeks, red carpet events and weddings, the exclusive accessories are guaranteed to leave a lasting impression.

Over the years Sabah's distinct style and flair has won her flocks of attention from an array of prominent industry names. One of her most remarkable achievements is a front page feature on the V&A's specially commissioned book entitled "[British Asian Style | Fashion & Textiles past & present](#)".

To celebrate SS15 Bibisab has unveiled a brand new lookbook featuring curated collection of next season's hottest looks. Think bold splashes of colour, eye catching embellishments and iridescent sparkle that will make any outfit pop.

The range of neckwear is complemented by a selection of gloves which feature Bibisab's trademark flamboyance. Wear them as an outfit centrepiece or team them with a hand-embellished necktie for a show stopping look. To find out more about Bibisab and browse the online e-boutique of luxury hand-embellished neckties, visit: www.bibisab.com

Facebook: <https://www.facebook.com/Luxuryneckwear>

Twitter: <https://twitter.com/luxuryneckwear>

Pinterest: <http://www.pinterest.com/luxuryneckwear/>

Instagram: <http://instagram.com/luxuryneckwear>

Please direct press queries to Rafael:

Email press@bibisab.com or Tel: 02089692018

About Bibisab: Based in London, Bibisab retails an exclusive collection of hand-embellished luxury neckties. The company was founded by Sabah Mauladad, a passionate designer professional with over a decade of experience in the world of high end fashion. Every Bibisab piece is lined with silk blend fabric and hand-embellished with Swarovski crystals, sequins and gems. Shoppers can purchase Bibisab creations from the online e-boutique.