

Loyalty Brand Products Wholesale Catalog



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Loyalty Brand Products is a division of The Wahconah Group, Inc and operates as a fashion accessories distributor and wholesaler, offering a full line of custom-made accessory products as well as fashion accessories.

Holding multiple licenses, the division supplies corporations, colleges and universities, private high schools, and fraternal organizations with a wide range of accessories and jewelry. (fraternal organizations referenced here applies to organizations such as the Masons, Shriners, Eastern Star, Elks, etc. which the company lists under Regalia). The company is also registered with the Fair Labor Association as a Licensee.

With an ever growing international and domestic production network, Loyalty Brand Products offers low minimums, superior product quality, free design assistance, and no set up charges, all at affordable pricing.

The company's sourcing and design capabilities help its brands maintain a fresh fashion forward assortment of products—many which can be customized for individual users.

Loyalty Brand Products accessory offerings fall into three categories:

CUSTOM ACCESSORIES

The company offers a wide selection of custom-made products with low minimums and superior quality. Neckties, Bow ties, and women's scarves in silk or polyester, adjustable and specific sized Ribbon Belts, and an array of made in America Jewelry that can also be customized with logos, images, or wording.

The company works with CLC, Exemplar, and Affinity Marketing for branded collegiate licensing, and works directly with several independent colleges and universities as well, offering a wide range of custom-made licensed products.

FASHION ACCESSORIES

Offering international and an expanded line of American made products with extremely low minimums and quick turnarounds. Vests, Cumberbunds, Neckties, Bowties, Cloth and Silk suspenders; Leather Belts, Cuff links, tie pins, lapel pins, necklaces, scarves, tie rings, and other assorted Jewelry options.

REGALIA ACCESSORIES

Offering an ever-growing line of fraternal products for the Masons, Shriner's, Order of the Eastern Star, Elks, and others. With the ability to also create one-of-kind custom-made designs in neckwear, scarves, and jewelry.

LOYALTY BRAND PRODUCTS

Our brands come from a manufacturing tradition in the accessory industry dating back to 1921. With our global and domestic sourcing capabilities, the Company offers a wide range of high-quality products under owned and licensed brand names.

Rivetz of _____ _____ *Boston*

Rivetz of Boston[™] is the division's flagship brand. Founded in 1921 by Abe Rivetz, the 100-year-old brand was the first to offer insignia neckwear programs to colleges nationally. Today, Rivetz of Boston[™] offers belts, suspenders, formal wear accessories, neckties, and scarves that it customizes for private and public prep schools, universities, and colleges, as well as select corporate customers. Continuing the customization foundation that the brand was built on, Wahconah has updated the product portfolio and is reintroducing the brand's fashion side with an expanded product offering including made in America Italian silk accessory products.

The ***Norman Rockwell Accessory Collection***[™] is a celebration of not only the artist and his storied career but also of the values he embodied. This is a brand for living life to the fullest, a life full of friends and neighbors and the people we love is an upscale collection of apparel accessories, including silk scarves and select neckwear with the illustrators' images.

Why Knot Shape Tie[™] Bringing fun back to neckwear, the shape ties offer a wide variety of neckties shaped like various everyday items: Musical instruments, baseball bats, bottles, golf bags, fish, and more



Legends is a brand distinguishable by lifestyle, price, and target demographic.

Through ***Legends***, The Wahconah Group introduced a branded family of products as a capsule collection focused on men's clothing: ***Legends***, ***The Signature Collection*** ♦ ***The Legends Collection***, and a select line of made to measure products.

The core product branding focus is in the "Better" pricing category. Featuring a wide variety of international fabrics, providing an affordable upscale look targeting men who fall into a Traditional lifestyle: sexy, cool, with an elegant sensibility. The brand was created to inspire men to celebrate and embrace their individuality in style. Its focus is on making clothes for the man who knows who he is, what he is looking for, and who has his own style and grace; a man that does not need to be branded but is blazing new trails – "*Legends ... Create your own!*"

Introduced and shown at various trade shows since 2009, current brand offerings are available through trunk shows or on request for private presentations.

The division also offers a wide range of jewelry including a large selection of items that can be custom made to include logos or images.

Most of the jewelry items are featured in a separate catalog.

Rivetz of Boston



Rivetz of Boston[™] has been in the marketplace since 1921 and is recognized as a leader in value and quality.

In 1921, Abe Rivetz founded *Rivetz of Boston*[™], as a company to manufacture and distribute men's bow ties. In a very short time, the company grew into a full neckwear manufacturing entity going national with great success to become a staple of traditional men's haberdashery stores.

Rivetz of Boston[™] was the first manufacturer to approach Ivy League schools to develop a neckwear insignia program. The company has put many insignia programs in place for colleges and universities across the U.S.

In the mid 1960's, a former Brooks Brothers salesman, Ralph Lauren, represented *Rivetz of Boston*[™] in the metropolitan New York market. During his tenure with the firm, Lauren designed ties and developed various concepts, leaving to launch his own iconic brand, Polo.

Alexander Paine and his company Global Neckwear Marketing purchased the brand in 2004, expanding it to include silk knit ties, suspenders, women's scarves, ribbon belts, hair accessories, and fabric wallets.

In 2021 The Wahconah Group purchased Global Neckwear Marketing and the *Rivetz of Boston*[™] brand creating its Loyalty Brand Products Division. The brand continues today making its mark on its second century of success with products for men and women, adding a wide variety of custom-made silk scarves and other complimentary custom-made accessory products.

Loyalty Brand Products holds multiple licenses, and supplies colleges and universities, private high schools, and fraternal organizations with *Rivetz of Boston*[™] products. With an ever growing international and domestic production network, the brand offers low minimums, superior product quality, free design assistance, and no set up charges, all at affordable pricing.

To honor its founding history, the brand is once again returning to its roots, and besides focusing on providing custom-made accessory products; the brand is adding a line of fashion accessories which include a broad range of made in America products.

Norman Rockwell Accessory Collection™



Without thinking too much about it in specific terms, I was showing the America I knew and observed to others who might not have noticed.

—Norman Rockwell

The Norman Rockwell Accessory Collection is a celebration of not only the artist and his storied career but also of the values he embodies. This is a brand for living life to the fullest, **a life full of friends and neighbors** and the people we love.

Like the artist, the brand revels in craftsmanship, with **an eye for detail and an aesthetic** born from the great American work ethic.

His work exemplifies **the spirit of the American people**, providing a cultural touchpoint across generations. With **a patriotism shaped by progress**, Rockwell saw the nation as it is, captured its humanity, and portrayed it from a range of perspectives, highlighting teachable moments and always **pointing the way forward**.

The Norman Rockwell Accessory Collection strives to bring us together, for that is when we are at our best — patriotic events, summer outings, **through every season and every holiday**. A simple, yet reigning quality that spans the test of time.

Optimism, hope and strength.

Each accessory in the collection has a Norman Rockwell signature and or other distinctive markings to identify as authentic articles of the collection.

The 2024 Summer Norman Rockwell Accessory Collection is listed in a separate catalog.

	Custom	Fashion	Regalia
1000 Cummerbund			
1010 Cummerbund only	X	X	X
1020 Cummerbund Set - matching bowtie	X	X	X
2000 Boxes			
2010 White paper covered boxes		X	X
2020 Fabric Boxes	X	X	X
3000 Vests			
3010 Fashion		X	
3020 Poly Satin	X		X
4000 Jewelry			
4010 Cuff Links	X	X	X
4020 Tie Bars	X	X	X
4030 Tie Tacks	X	X	X
4040 Tie Rings	X	X	X
Extended list of jewelry provided under separate catalog			
5000 Suspenders			
5010 Button		X	
5020 Clip-on		X	
5030 Drop Clip		X	
5040 Fancy		X	X
6000 Belts			
6010 Leather		X	
6020 Ribbon	X	X	X
7000 Scarves			
7010 Scarf	X	X	X
7020 11 x11 Pocket Squares	X	X	X
8000 Bowties			
8010 Bow to tie	X	X	X
8020 Banded Bow tie	X	X	X
8030 Clip-on	X		X
8040 American Flag Bowtie	X	X	X
9000 Neckties			
9010 Woven	X	X	X
9020 Printed	X	X	X
9030 Shaped ties		X	X
9040 Peek-a-Boo ties	X	X	X
9050 Zipper Ties	X	X	X

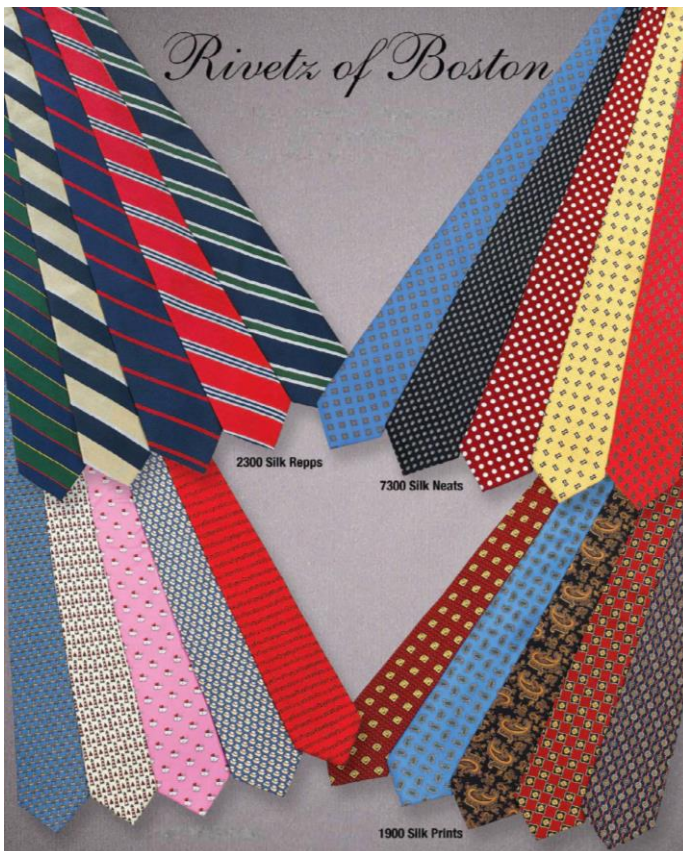
Silk and Polyester Fashion Ties: We offer a large range of fashionable ties. Most designs are available in three to four colorways.

Silk Repp Stripes: Traditional woven stripes based upon the British Regimental Ribbons. Most designs are available in three to four color sets.

Silk School Repp Stripes: Traditional woven stripes based upon the most popular school colors in the country. Custom colors can be created and used in production for necktie/bowtie order combinations.

Silk and Polyester Print Ties: Logos, images, wording can be printed on the ties with a wide range of background colors. Background colors include traditional navy blue, reds, maroons, black, grays and yellows. As well as fashionable colors including pink, sage, plum, melon, royal and cobalt blue.

Print offerings include “Novelty ties” featuring sports, nautical, holiday images, patriotic motifs, and other conversation designs.





Satin Silk Solid Ties: Satin has become a favorite alternative to bows/cummerbunds. They are also popular in food service venues. Available in: BLACK, WHITE, NAVY, RED, MAROON, SILVER, BROWN, MOCHA, GOLD, TAUPE, OLIVE, PURPLE, PINK, ROYAL (French), OXFORD, SAGE, CREAM (Ecrú) and LILAC. Other colors are available on special order, with a matching handkerchief.

Polyester Satin Solid Ties: Available in: BLACK, WHITE, NAVY, RED, MAROON, SILVER, CHARCOAL, GOLD, TAN, OLIVE, PURPLE, PINK, COPEN, HOT PINK, PEACH, ORANGE, COPPER, YELLOW, LILAC, HUNTER, SAGE, KELLY and AQUA. Other colors are available on special order. These are also available with matching handkerchiefs.

Zipper ties are pre-tied ties that feature a zipper mechanism in the neckband for easy removal. Zipper ties are available in Polyester and Silk Satin Solids and Prints in all sizes. Zipper ties are available in Black, White, Navy, Red, Maroon, Royal, Gray, Gold, Pink, Purple, and Cream.



Silk Bows to Tie: Are adjustable with a woven sizing band. They can be ordered in Solid Black, Fancies or Regimental Stripes.



Silk Clip and Banded Bows: Are available in silk fancies and stripes in both clip on and adjustable bands.

Polyester Clip and Banded Bows Solid colors are available in both styles in 100% Polyester. Colors include black, white, navy, red, maroon, gray, hunter, royal, pink, lilac, tan, purple, brown, copen, yellow and gold. Special colors can be ordered on a custom-made basis.

Bows are also available in 3" clip-on and 1" toddler clip-on in many of the same colors.

Peek-a-boo neckties provide a unique look for those seeking something a little different.



The “Peek-a-Boo Tie:
features one pattern on
the large end of the tie, and a contrasting
design, which is revealed on the small
end.

All ties and scarves can also be provided in matching fabric covered boxes.



Cummerbund & Bow Sets: Solid colors are available in 100% Polyester. Colors include BLACK, WHITE, NAVY, RED, MAROON, GRAY, HUNTER, ROYAL, PINK, PURPLE, KELLY. Special colors can be ordered on a custom-made basis.



Kentucky Colonels: Solid colors are available in 100% Polyester. Colors include BLACK, WHITE, NAVY, RED, WINE, GRAY, PINK, BROWN, GOLD, ROYAL & KELLY.

Crossovers with Pearl Button: Solid colors are available in 100% Polyester. Colors include BLACK, WHITE, NAVY, RED, WINE, BROWN. Other colors are available on a custom basis.

Polyester Satin Vests available Black Only



XS-S-M-L-XL-2XL-3XL-4XL-5XL-6XL

Suspenders are sold by the dozen.

Clip End Suspenders: CE SUSP Clip end suspenders are available in Nickel Clips with Mylar Inserts and Leather Drop Clips. Colors include BLACK, WHITE, NAVY, MAROON, GRAY, TAUPE, OLIVE, RED and BROWN.

Button End Suspenders: BTSUSP Button end suspenders are designs with a Y-back design and genuine leather attachments. Buttons are included in each box. Colors include BLACK, WHITE, NAVY, MAROON, GRAY, TAUPE, OLIVE, and BROWN.

All suspenders also come in hairline or rugby stripes, and fashion fancies, which are also available in silk.



Leather Belts

Leather Belts: Style 101-Genuine Leather Belt Available in Black, Brown or White. Sizes 30 through 60



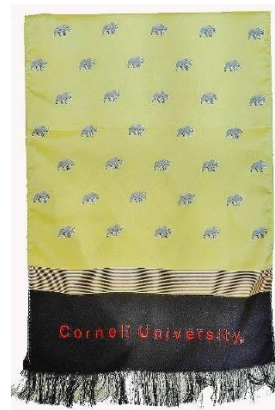
Reversible Belts- These belts are sized from 30 to 48. They have a flip buckle or twist buckle and reverse from black to brown.



Returning *Rivetz of Boston*™ we also offer a full line of
Made in America
Italian Silk Fashion Accessories
Silk Neckties, Suspenders, Scarves, and Vests



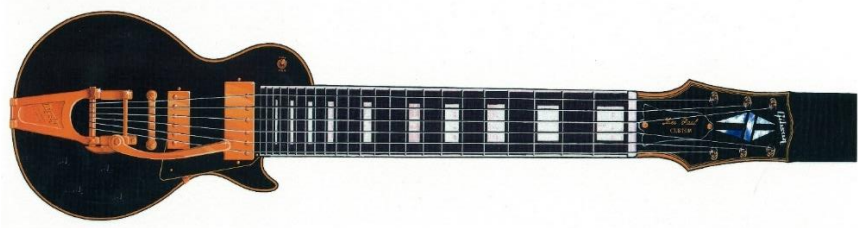
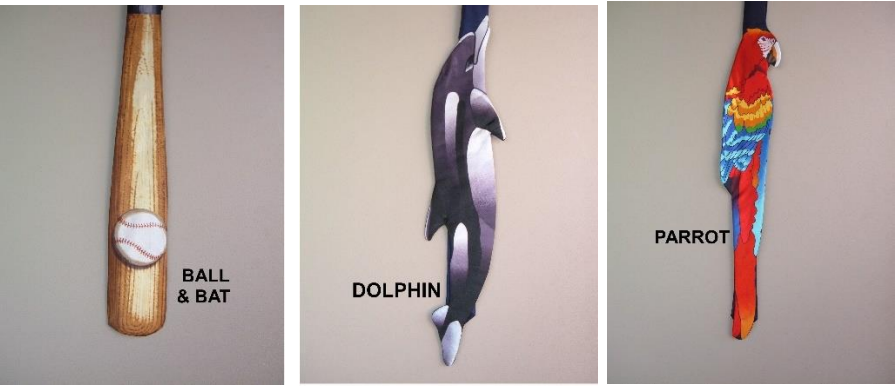
The Rivetz of Boston™ products shown in this catalog can be customized for colleges, universities, and almost all grade schools, offering youth to adult sizes.



Why Knot Shape Ties



Why Knot Shape Ties™



Regalia



This fraternal catalog highlights our ever-growing line of products for the Masons, Shriner's, Order of the Eastern Star, the Elks, and others. We offer Polyester & Silk Woven Ties, featuring the logos of fraternal organizations and work with customers to create one-of-kind custom designs in neckwear, scarves, and jewelry.

Masonic "Compass & G" Ties
Loom Woven Polyester



Black with Gold



Red with Gold



Royal with Gold



Green with Tan



Brown with Tan



Navy with Copen



Navy with Gold



Gray with Black



Maroon with Copen



Navy with Red

**#OCG Masonic Compass & G
Printed Silk Twill**



Color #1: Navy with red and white
Color #2: Wine with gold and white
Color #3: Black with gold and white
Color #4: Gray with black and white
Color #5: Navy with gold and white
Color #6: Red with gold and white
Color #7: Gray with gold and white

Masonic Past Masters
Loom Woven Polyester



**Past Masters
with Square**

**Past Masters
Without Square**



Order of the Eastern Star



Tone on Tone Masonic Square & Compass
Printed Silk Twill



Color #1: Navy
Color #2: Wine
Color #3: Black
Color #4: Gray



Bows to Tie

Cummerbunds

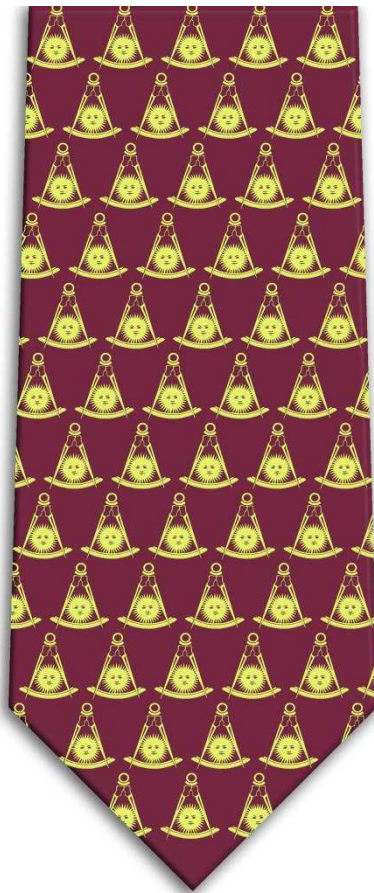
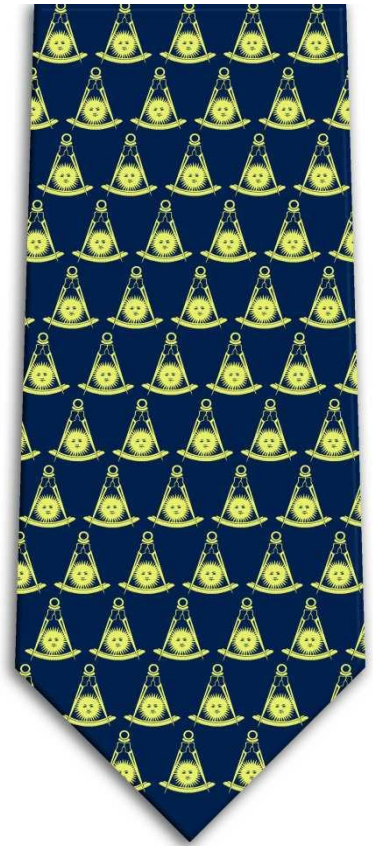
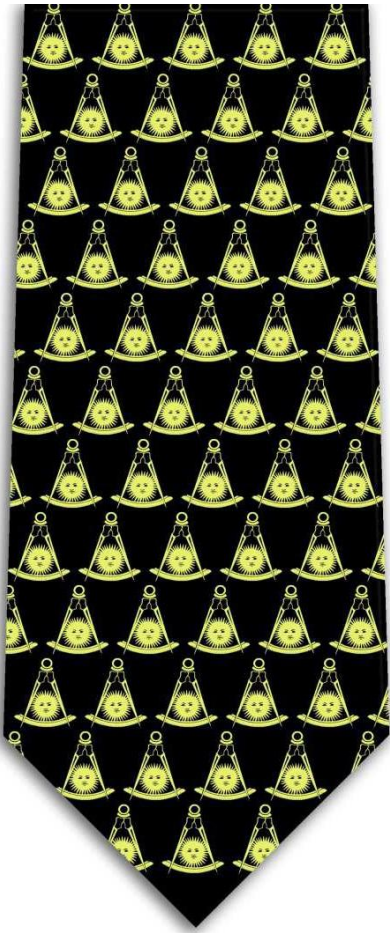


***Masonic 32 Degree Consistory
Loom Woven Polyester***



Knights Templar

Past Masters with No Square 100%
Printed Silk Twill



Loom Woven Polyester
*Snap on Redi Ties and
Zipper Ties*



Masonic Jewelry

Available in 14K gold or palladium

Cuff Links



1112 Black



1112 MOP



1159 Black



1699



1051



1204



1733 Past Masters



1785 Jet

Formal Wear Sets

Cuff Links and Studs



7028 Black



7028 MOP



7025 Available in Gold



7134 Past Masters

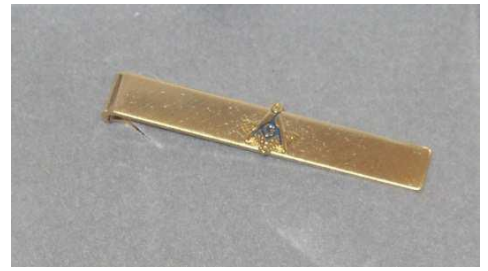
Masonic Jewelry
Available in 14K gold or rhodium
Tie Bars



3110



3108



3062

Tie Tacks



4076



4191

Black or white

Money Clips



2065



2223

Button Covers: Available in sets of 2, 3 and 5

Key Ring



10019-5 Black



10019-5 MOP



8066

Masonic~ Shrine and OES

Tie Chains



6019 Blue or Black



6019 MOP



6025



6024 Shiner



6020 OES

Loom Woven



Navy with Copen



Navy with Red



Maroon with Copen



Red with Gold



Black with Gold



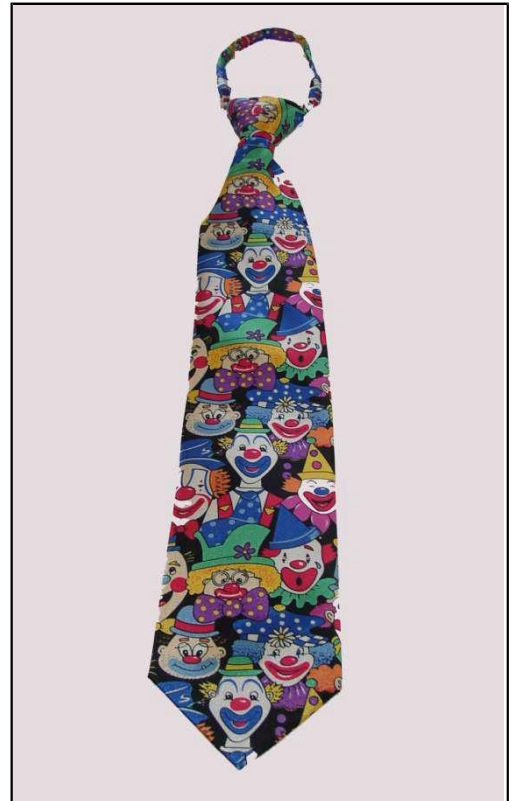
Gray with Black

Shriner's Clown Ties



Clown Tie

Clown Zipper Tie



Clown Bow
Ties: Clip On
and Banded

Cummerbund is also available but now shown

Shriner Jewelry
Available in 14K gold or rhodium

Cuff Links



1533 Black



1066 Gold

Formal Wear Sets Cuff Links and Studs



7033 Gold



7085 Black

Tie Bars



3082

Money Clip



2079

Shriner Jewelry
Available in 14K gold or rhodium



Button Covers

100032-5 Shriner

100039-5 Shriner



6024 Shriner Tie Chain

Masonic Accessories

Loom Woven Polyester



Cummerbund with adjustable waist band



2" Band and 2" Clip Bow



Fraternal Vests



Masonic Square & Compass
Polyester Woven Vest
Shriner Clown Vest Polyester Print Vest
Available in Small through 5XL

American Flag with Fraternal Logos Polyester Twill



Shriner



Past Masters



OES

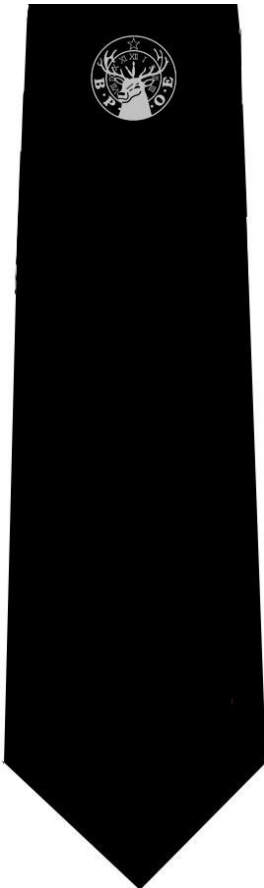


Elks

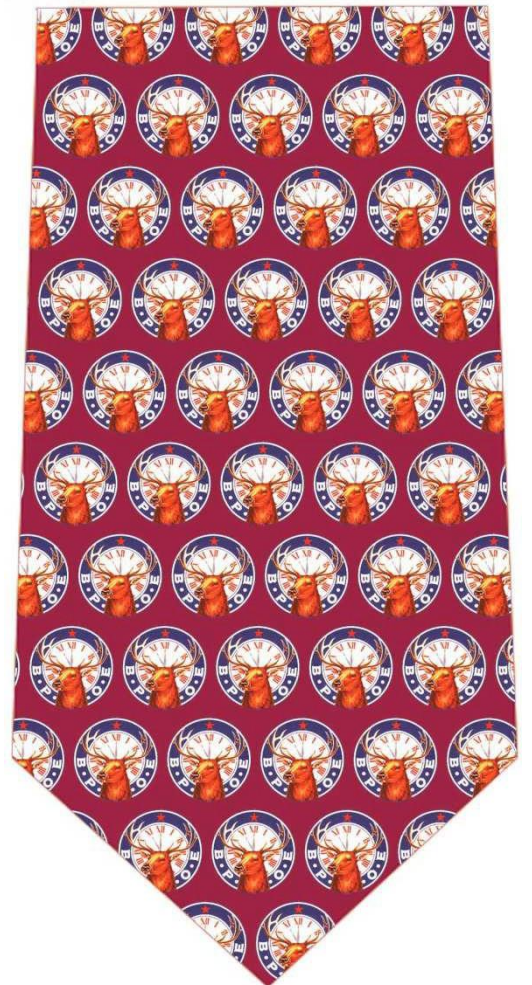
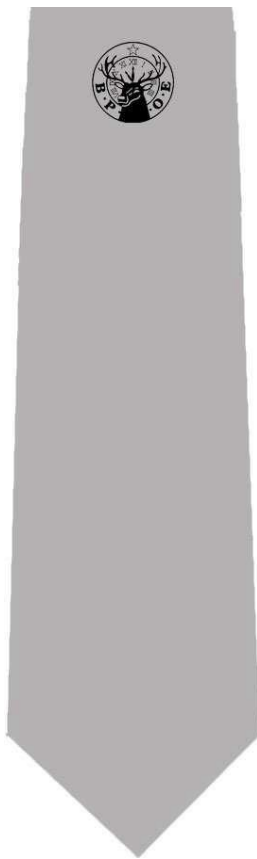
Order of the Eastern Star



Elks Neckwear



Elk Single Placed Logo



Elks Clock Print Tie

Elks Jewelry
Available in 14K gold or rhodium

Formal Sets



Button Covers: Available in sets of 2, 3 and 5



Order of the Eastern Star Jewelry
Available in 14K gold or rhodium

Formal Set



Cuff Link



Button Covers

