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**The J. Raffiani Necktie– A Perfect Fit for Men Under 5 Feet 8 Inches Tall**

*New Dot Com Retailer Fills Need for 30 Million Shorter Men*

NASHVILLE, Tenn. – **December 6, 2005** – For more than 30 million American men who are under 5 feet 8 inches tall, wearing a tie has usually involved bulky knots, costly tailoring and even an occasional trip to the boys department. Jason Rappoport is changing that with his new company, J. Raffiani, a Nashville based dot com, which sells stylish, high-end proportional ties exclusively for men under 5 feet 8 inches tall.

“For years, big and tall sizes have been available for men over 6 feet tall, but the counterpart for men under 5 feet 8 inches tall is quite limited, particularly in the world of neckties,” said Rappoport. “J. Raffiani is leveraging online shopping trends to reach this untapped market in fashion.”

Unlike an average necktie, which is cut 58 inches – 60 inches long and approximately four inches wide, the J. Raffiani necktie is specially tailored at 54 inches long with a slimmer width to better fit men under 5 feet 8 inches tall. J. Raffiani offers five collections of fresh, innovative, in-style designs that cover the spectrum of occasions, occupations and needs for which a necktie is often necessary or required. These collections include: *In the Boardroom*, *Night on the Town*, *It’s Casual*, *Tied & True* and *Knot the Usual*.

“All J. Raffiani ties are handmade in Lake Como, Italy, of 100 percent Italian silk,” said Rappoport. “Thirty beautiful and unique designs are currently available – ranging from conservative to cosmopolitan. Fashion-conscious men of all ages will find the variety more than meets their needs.”

The J. Raffiani concept was first developed by Rappoport in his Owen Graduate School of Management at Vanderbilt University graduate business class in 2003. J. Raffiani is the first company in the United States that focuses exclusively on neckties for men under 5 feet 8 inches tall. J. Raffiani ties are available only on the Internet at [www.jraffiani.com](http://www.jraffiani.com) or by calling 615-430-0941 between 9 a.m. and 5 p.m. CST, Monday through Saturday. To commemorate the company’s grand opening, all orders placed by Jan. 1, 2006 will receive free shipping.

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