

APPAREL AND ACCESSORIES

Thomas Pink answers most-popular query on Google

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Thomas Pink shows viewers how to tie a tie. Image credit: Thomas Pink

By BRIELLE JAEKEL

British apparel and accessories label Thomas Pink is solving a consumer problem that Google has revealed is more prevalent than most with a new initiative and video series.

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Thomas Pink has found that Google's top search of the past year is "how to tie a tie," and it is taking this opportunity to promote its tie collections while assisting the query. The menswear brand is looking to solve this problem with a series of videos accompanied by a step-by-step guide.

"To illustrate the amount of detail that goes into making a pink shirt, and the passion from the shirtmakers," said Alex Field, marketing director at Thomas Pink. "Followed by how small style details, whether its' how a shirt fits, the fabric, or how one wears a tie, can give off strong nonverbal cues."

Informational marketing

Each video times in at about one minute, making the experience informative, but fast.

For details on how to tie a Windsor knot, a man stands sporting a Thomas Pink tie and silently ties the tie, while dotted arrows appear on the screen to help instruct viewers as upbeat music plays.



Thomas Pink's How to Tie a Tie series. Image credit: Thomas Pink

He begins by putting the tie around his neck and then buttons his collar. He drags the thick side farther down, which is signified with a pink dotted line.

The man ties the Windsor knot slowly, pausing after each move so the pink dotted line can indicate which way to move the tie. At the end of the video, he stands there with a suit jacket showing off his tied tie, then looks at his pocket where a pocket square appears.

He gives a wink to the camera before it ends.

To inform users how to tie a skinny tie, a quirky video uses stop motion, which makes the tie seem as though it is tying itself, while the arrows continue to walk viewers through it.



Thomas Pink's How to Tie a Tie series. Image credit: Thomas Pink

Thomas Pink is sharing text versions of the video that instruct interested consumers how to tie the knots without a film.

Thomas Pink marketing

The British label also investigated the nonverbal signals given by clothing to explain the importance of quality tailoring.

Thomas Pink tapped the expertise of former FBI behavioral analyst Joe Navarro to delve into the body language and sartorial cues associated with the powerful. Further differentiating its garments from others, the brand took consumers behind-the-scenes at the workshop of Smyth and Gibson, which has been making Thomas Pink's shirts for about 10 years ([see more](#)).

The brand also launched a line of shirts suited to the businessman's varied sartorial needs.

Featuring seven styles in different fabrics, colors, fits and price points, the new range was meant to assist men as they look to get ahead at the office. Courting the career-minded individual, Thomas Pink promoted the collection on digital channels with a special focus on networking site LinkedIn ([see more](#)).

"By using an ex FBI specialist we've given these insights some authenticity," Mr. Field said. "I don't believe the FBI have been used in such a way before."

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