



TwistByVee LLC



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## **NEW YORK - BASED; SAINT LUCIAN ENTREPRENEUR LAUNCHES BOWTIE BRAND & BOWS FOR A CAUSE**

**UPDATED JANUARY 28<sup>TH</sup> 2019, New York, NY** – On MARCH 1<sup>ST</sup> 2019, Saint Lucia’s son of the soil, Vaughn Constable, will launch his brand, Twist By Vee; a company which specializes in handmade bow ties, neck bows and accessories as well as corporate branded bowties. The company provides a wide range of high-quality handmade bowties for special occasions and celebrations such as weddings, reunions, corporate gala events, as well as hair accessories for girls and pets.

The **TwistByVee** product line and business model is designed to support a permanent give-back campaign. One of its business goals is to make a tangible difference in someone’s life with every bow tie purchase. To deliver on this commitment, the “Bows For A Cause” campaign was launched in October 2017 in New York, allowing a percentage of any bowtie sold to be donated to a cause, which Mr. Constable is passionate about.

In 2017, **TwistByVee** was commissioned to provide a creative and innovative branding opportunity for a Breast Cancer Awareness fundraiser. It was then that the signature bowties were born. A campaign titled “*Bows for Boobs*” was designed and launched. Response to the innovation behind the creation of a fashion accessory as a philanthropic project exceeded expectation. Uptake of the product line during the fundraiser facilitated the design team in making a substantial financial contribution to the fundraiser.

According to Mr. Constable, the expansion of the **TwistByVee** is also driven by a personal agenda unrelated to business. “My family, like many others, has been impacted by suicide, depression, domestic violence, cancer, and HIV/AIDS. The success of the **TwistByVee** line for this initial campaign demonstrated to us what an effective platform it can be for giving back, supporting advocacy, public education and to donate to causes, empower and celebrate survivors and keep hope alive”, Mr. Constable said.

Mr. Constable’s main focus is to work with a trained team, set up a workspace in his homeland, Saint Lucia to grow and take the company to the next level with a robust production of bowties locally and across the Caribbean region, featuring the respective national flags, also securing distribution throughout the region and contributing to the tourism product of his homeland, an industry that he was once a part of. With the capacity to produce thousands of bowties per day, especially for our corporate clients, **TwistByVee** is ensuring that each handmade and assembled item will justify the manufacturer’s label “Handmade in Saint Lucia”.

**The 2-part launch event will be held at the Bay Gardens Hotel, Rodney Bay - St Lucia from 5 – 7pm EST by invitation only and opened to the general public from 7:30 - 10pm on Friday MARCH 1<sup>ST</sup> 2019.**

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