



SHOP LOCAL

Mo's Bows

An enterprising young Memphis designer creates classic ties

IMPECCABLY DRESSED MEMPHIS resident Moziah "Mo" Bridges looks like he stepped off the cover of a fashion magazine. On any given day, he might have on blue-and-white seersucker pants, a white button-down shirt with the sleeves rolled up, braces ("farmers wear 'suspenders,' gentlemen wear 'braces,'" he explains), thick hipster glasses, and a soft green gingham bow tie. So it makes sense that this stylish guy would launch a product, Mo's Bows, inspired by his own polished aesthetic.

Pretty impressive for a 13-year-old who does it all after school and on weekends. In 2009, Mo sewed his very first bow tie with his grandmother's guidance; in 2011, he decided to make it a full-on business. Mo sells up to 200 hand-sewn ties a month through his Etsy shop and in 15 stores around the South. He has appeared on the *Steve Harvey* show, the *Today* show, and MSNBC's *Melissa Harris-Perry* show. The line will be appearing in Bloomingdale's soon. Prices range from \$40 to \$60; mosbowsmemphis.com **\$ Reader deal! 10% off with code SL10**

The Process: "I design [the bow ties] and write letters to customers. Mom handles business. My grannies, aunts, and three employees sew. My 5-year-old cousin, Taylor, stamps the business cards."

The Fabric: "I look for what speaks to me. It's worthy of a Mo's Bow by having color and being a fun, cool, popular style."

The Ideal Client: "My dream person to style would be [fellow Memphis native] Justin Timberlake. He has that look for a bow tie—he knows how to dress."

The Names: "I come up with the names depending on the print, the colors, and what they remind me of, like 'Who Let the Dogs Out,' which has dog paws."