

BevShots Takes Flight With Cocktail Imagery

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Michael Davidson, of the FSU Magnetic Laboratory, created images of mixed drinks photographed using a light microscope and polarized light. The photo galleries of the [pictures](#) were first used by Stonehenge Inc in NYC, a NeckTie business, to create and sell a cocktail collection of silk Neckties. These ties were trademark branded by Stonehenge with the images copyright protected by FSU.

“*Casual Fridays in the early 2000's shrank sales dramatically.*”

What emerged was Lester Hutt, a young Tallahassee entrepreneur who used the cocktail gallery of images and created a series of drink related products — wall art as well as a line of women's beach [clothing accessories](#) and [men's clothing accessories](#).

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