

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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