

Joe Haller possesses deep roots in Kings Park. With a family history of nearly 100 years, the Hallers have provided a strong foundation of creating and succeeding. Joe has taken it several steps higher. The Haller name is known on an international level.

Talk about changing direction. Joe graduated C.W. Post with a BS in Medical Technology. Worked in the radiologic field in Cold Spring Harbor and L.I.J. Medical Center and then he decided he needed a change. With great ambition and an entrepreneurial spirit he left New York and moved to California. He formulated a plan to build a company which would serve as a creative outlet. In 1995 along with a partner he formed Nice Collective centering on modern fashion for men and women. It is a fusion of art, music, science, fashion, people and new ideas.

Home based in San Francisco the clothing, accessories, boots and home décor are internationally distributed through high level showrooms. The N.I.C.E has won numerous awards and is ranked in the top 10 designers in America. The Kings Park boy took his heritage out into the world and proved his strengths internationally. From science to art and always a success.