

AUTUMN / WINTER 2017



In 1865, John B. Stetson fashioned the hat that would become the symbol of American independence, individuality, integrity and strength. Today everything that carries the Stetson brand, from authentic Westernwear to rugged Actionwear to contemporary Streetwear and timeless classics, stays true to these American values: Make things right and the best they can be. We are proud of the durability and high quality of our products and have proven these characteristics for more than 150 years.

Stetson x Zollverein x MÖBELLOFT

Stetson pays homage to its ancestors — people who rolled up their sleeves and created things that were meant to last for generations to come. Using timeless looks, Stetson builds a bridge between slaving away in the industrial age with the creativity of today's service culture, highlights contrasts, and, at the same time, emphasizes the enduring aspects of the change. Stetson presents the new styles against the backdrop of historic architecture: The shoot for the Fall/Winter 2017 campaign was realized in cooperation with the Zollverein Foundation and the Möbelloft creators at the Zollverein UNESCO world heritage site. A traditional lifestyle in ever changing times — perfect for those who do not want to look as if they cared about the continuous change.

Heritage: Newsboy and Ivy are available in olive, purple and heather moorland colors — matching the Cheviot and Blackface ewes whose wool is woven into Harris. Stetson offers a new Harris tweed flat cap in black with gray and brown. Cotton-wool bodies with woven stripes are reminiscent of the working class. Contrasting: a refined wool-silk mix featuring a tweed look in black/brown and blue/beige. In fresh, delicate bouclé made of wool/linen/silk, burned red meets beige or brown. **Newbies** will reach for a black relief fabric with a brocade character or Ivys, Baseballs, Trilbys and Newsboys in wool/cashmere in large

multicolor patterns. Shetland checks provide a British flair in brown, gray, bronze/olive/red and gray/brown/blue. A finely structured body has an earthy tone in tone feel.

Fashion bouclé in brown/beige scores with spots in blue and orange. The babycord shows a light touch with digital print in a multi-colored fantasy pattern and herringbone with flock print in gray and bordeaux. Stetson interprets upholstery fabric casually in Players and Ivys - sometimes striking, sometimes with muted colors. Intricate patchwork shows up on Ivys, Newsboys and Dockers. Cotton in a matt weave in black with dark green or bronze has a velvety appeal. Broken herringbone made from wool/alpaca in beige/black or marine/brown is just as compelling as the American plaid in gray/brown, blue/olive, light gray/bronze.

Stetson presents Fedora, Player, Pork-Pie, Traveller and Western in bordeaux, camel, sand, oriental blue, black, gray, marine in **wool felt**. Vintage color gradations and painted trim bands are new, as are sewn-on corded ribbons. Diversity can be found in **Vitafelt**, including Open Crown with a flat Amish style rim, Player black in black with a short rim and an unadorned Fedora. **Fur felt** is impressive after a treatment with petroleum jelly and heat or — another highlight — ultrasoft and naturally undyed. Homburg, hats for women in a male style, Fedoras are also available in bordeaux, powder blue and terra-cotta.

Knit: warming and cool at the same time. 100% Yak, pure cashmere, wool mixes and pure new wool form beanies with and without cuff brim and with and without cable pattern. Jacquard knit meets tweed yarn in a Donegal look — in bordeaux, powder blue, bronze and classic colors.

Quite an impression in **leather** make the Newsboys made from a first-layer nubuck in gray/blue or bordeaux. Embossed lamb leather in shrink structure captivates in brown Ivys and Newsboys.



STETSON®
SINCE 1865