

AUTUMN / WINTER 2018

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® The Prague Connection

There are some cities in the world that are so bold, and unique, and alive that they earn a place in the hearts of people all over the world. One such city is Prague. This season Stetson takes a trip to this capital of unconventionality. Stetson mixes it up with a few of our friends from Prague to demonstrate how perfectly a great hat and a strong sense of individuality go together.

Just as the city itself epitomizes the intersection of old and new, classical and modern, traditional and eccentric – our friends hail from divergent corners of this great city with backgrounds in acting, design, photography, music, and writing.

For the Autumn/Winter 2018 collection, Stetson offers a motley range of hats and caps made to perfectly top off the most unpredictable styles. For those who love classic menswear pieces, Stetson has a line of high quality fur felt fedoras, homburgs, bowlers, and travelers. The same can be said of our favorite cap silhouettes in vintage woven tweeds from the best woolen mills. When the details matter, the newest Vitafelt hats have trim details like overlock edge stitching, two tone brims, and pleated grosgrain bands that signal discerning taste. For the easygoing wearer Stetson has developed the perfect soft corduroy and enzyme-washed cotton ivy caps and trilbies. And for the rebel, Stetson offers rugged lumberjack fabric trucker styles, shrunken pigskin newsboys, shearling bombers, and a full selection of knits beanies and scarves to help tame the cold. No matter your style, there's a Stetson for you.

Heritage: Compelling ivys made from pure British wool – absolutely pure, washed exclusively with natural soap. Peaky Blinders send their regards with 8-panel shapes made from Irish Donegal tweed and Italian vintage herringbone tweed. Rhubarb was used to tan the cow leather of an 8-panel newsboy made entirely in Germany. Linen and silk display their warm vintage character in the form of Ebbets Field ball caps and Elbsegler hats in beige/black. The finest wool-cashmere mix is modestly captivating in ivys and newsboys.

We are going **outdoors** with a waxed camouflage overprint as ivys, newsboys and bombers. Bucket hats in blue and gray made from recycled wool and brushed cotton prove that they are water- and wind-proof. **Newbies** go for the pork pie hat and ivy cap with and without ear flaps, and the newsboy and ball caps in charcoal/gray, brown/blue or brown/beige/red and light blue/navy.

An embossed blue cotton mix in newsboys, pork pies and ivys comes with a casual vintage leather touch. Additional highlights are ivy, player and driver caps made from printed velveteen in brown and navy. Corduroy is back: Ivys, trilbies and 8-panel shapes are impressive in gold-beige. A surprising multi-color tartan can be found in ivys, buckets or retro with detachable pompom.

Our Western, fedora, player, pork pie and traveler in wine red, taupe and beige in **wool felt** meet striped mohair trim bands. **Vitafelt** is compelling as traditional traveler in chestnut shades. A slender trilby scores with a satin finish. Stetson shows soft melousine qualities in the fedora, homburg, trilby, lady's floppy and traveler in **hair felt**. The colors range from red, Merlot and powder to all the traditional ones. Plus, a bowler in bright blue.

Whether it is Stetson **knit** made from pure cashmere, 100% yak or a wool mix: Historical sailor patterns, tartan jacquards, subdued colors or clear college colors become beanies with and without pompom, scarves and gloves.

Newsboys, bombers, drivers and ball caps are impressive in dark brown **leather**. Two cool ivy styles combine embossed and smooth lamb's leather.

