

Press Release

Cologne, November, 2019.

At the bar: Stetson Europe to meet cosmopolitans in fall/winter 2020

Everywhere in the world, people meet in bars. Does the inherent style in bars contribute to that or is it their cosmopolitan tradition in itself? Is it the bartenders with their creations of newly interpreted craftsmanship? It is all these taken together. It is bar life pure that inspired Stetson's Fall/Winter Collection 2020. People full of passion for the authentic combine special sensory pleasure with cool style. In the Stetson campaign, cosmopolitans from Berlin and Paris, Oslo, Stockholm and Prague meet at the bar of the world.

Stetson is at home in the world

Every single ingredient, every detail contributes to the experience at the bar, to the flavor, the atmosphere. "This is exactly the meticulous care we give to each collection. The authenticity, the cosmopolitan flavor and the handcrafted aspect simultaneously exemplify our campaign," Klaus Kirschner describes the similarities. The managing director of Stetson Europe's provider Friedrich W. Schneider (FWS) adds: "With our never-waning passion for honest tradition and vintage treasures, we are still always curious about newly developed materials. On that basis, we interpret the contemporary lifestyle in all its diversity."

Sweepstakes without cocktail umbrellas

We are not revealing yet whether the sweepstakes for the collection will begin at a stylish bar or end there. But this is for sure: Two cool hats & caps from Stetson's Fall/Winter Collection 2020 will be part of it.

About Stetson Europe

In 1865, John B. Stetson created the hat that became a symbol for individuality, independence, integrity and strength. Every Stetson product has since remained true to these values. Whether it's authentic Western wear, country-style outdoor fashion, timeless classics or modern streetwear, the principle is always: "Make things right and the best they can be." Stetson is proud of the durability and high quality of its products and has proven these characteristics for more than 150 years. Stetson Europe retailer Friedrich W. Schneider GmbH & Co. KG, Cologne, has been working with this in mind for more than a hundred years.

www.stetson-europe.com



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