

## AUTUMN / WINTER 2020

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.

### GOOD TO THE LAST DROP

Take one part authentic style, one part timeless craft, and add a dash of Americana, and you have Stetson—a brand that's as spirited and classic as the bars that have inspired our Fall/Winter 2020 Collection. Borrowing from the original, iconic and jazz-filled cocktail haunts where drinks are always ice cold, the atmosphere is cool, and last call is distant, these Stetson styles are served straight up and neat. Updated with modern touches, the hats and caps are right at home in the golden age of cocktail clubs that were never lacking in conversation.

Shaken or stirred, sweet or stiff, this collection has something for everyone—like new 8-panel newsboys in a twill that's woven on old Japanese looms. Or 1960's tweeds in blue and a golden brown. Or lush, brushed cashmere blends. This season, classic fabrics, rich leather, and elegant detailing appoint fedora, player, and pork pie hats.

Stetson enters the bar with cosmopolitan styles, recognizable in the coaster pin and the lining which evoke stucco-decorated vaults. Newsboy and ivy contrast a slow weave with selvage in orange. Or come across robustly in a striped denim mix in blue or olive. Digital brocade print appears soft in ivy, newsboy, traveler and baseball caps. The Peaky Blinders come across as completely straight in gray workwear stripes. Crystal cuts inspired wool-mix beanies. Wool felt hats in new color combinations meet trucker caps with bar-inspired embroidery.

Harris Tweed belongs to the **heritage styles**: bright or dark in a herringbone pattern with overcheck as a slim ivy or driver cap, and in moor tones as a newsboy cap. The vintage tweed for the deerstalker was found in old archives. Llama-cashmere herringbone is impressive in multi-colored yarn. A silk-wool-bouclé mix with a rolled finish is captivating as an ivy. Cashmere with wool feels extremely soft and flattering in the herringbone newsboy cap. Bucket hats, ivy caps and trapper hats go **outdoors** with cool fabric inserts and temperature-regulating high-tech lining.

Docker and newsboy caps come both in denim and moor tones as well as in real patchwork. The large houndstooth pattern in ivy and bucket appears tri-colored as if dusted. Donegal tweed glows in blue/brown and orange/heather, and Shetland wool shines similarly in large checks with ivy ear flaps. Corduroy makes a comeback in baseball and ivy caps with a slightly used look. Fake fur trappers are captivating with polished lambswool checks, washed corduroy or brushed cotton. Double herringbone wool stripes show a black-velvety peak as rider caps.

**Wool felt** combines muted colors with features such as attached braids, laser effects and metal feathers. Western and Amish forms are compelling in addition to fedora, player, porkpie, and traveler hats. In **Vitafelt**, Stetson enhances player and trilby with a slim brim, and porkpie with a new fedora and Western crossover. Colors such as jungle green and Angora beige characterize slim players, wide safari hats, Amish, fedora and bowler hats in **hair felt**. Added to that are ribbons in regimental stripes and leather applications.

**Knits**: Cashmere and wool mixes bring warmth into beanies, with and without cuff brims, pompoms, braids or metal threads. Cashmere argyle jacquards are knitted by hand. Stripes turn into color blocks, the embroidery evokes team badges. Scarves and gloves are ready for use.

Stetson shows **leather** in ivy, army, traveler, newsboy and bomber hats and caps with a shrunk quality made of pigskin and lamb leather. Eel leather in a brandy tone is formed into a newsboy cap.

