

**ALL INFORMATION EMBARGOED UNTIL AUGUST, 2021**

STETSON'S AUTUMN/WINTER '21 COLLECTION TELLS YOU TO GET OUTSIDE

**COLOGNE (DECEMBER, 2020)** – Stetson has a long history rooted in the great outdoors—of pursuing nature, embracing adventure, seeking new vistas—and this new A/W21 collection celebrates that rich legacy.

The concept behind this Stetson Europe A/W'21 collection is the Outdoors, and it's a breath of fresh air: Pieces span classic cap shapes to updated truckers. Rich earth-inspired hues and natural textures abound in traveller and bomber shapes. Wool felt qualities are available in hazels, stone and charcoal tones. Brushed cotton comes in the color of dark forests, and reversible jacquard buckets with fleece trim signal the style of a countryside hike.

For a fresh take on the great outdoors, vintage-inspired truckers with iconic graphics have serious National Parks vibes. And super functional wool felt hats branded with camp graphics round out a collection that's most at home in the outdoors, for day trekkers and weekend adventurers alike.

To launch the collection, Stetson Europe has collaborated with two quintessential outdoor brands to offer products that make you feel at home in the outdoors. Partnered and limited-edition collection items include:

- A Stetson-engraved Leatherman, a must-have tool, the Leatherman "Rebar®" offers just about every function you need to get the job done. The Stetson logo is set within the stainless steel for a tool sure to excite collectors of both brands.
- A custom designed DOWABO bottle: DOWABO, maker of ultra-high quality, sustainable, double-walled outdoor bottles, was founded by two lovers of the outdoors. This iconic collaboration piece is engraved with the heritage-seeped Stetson crest and logo on the steel bottle in a rich Black Sun color and features a Stetson branded bottle holder.

Both Leatherman and DOWABO share in Stetson's dedication to craftsmanship, quality and inimitable products. Limited quantities of products will be available to customers as the collection launches on August 2021.

"The Stetson Outdoor A/W'21 collection is reflective of the Stetson spirit," says Klaus Kirschner, Head of Stetson Europe. "Each piece is classic, but updated with a design sensibility that speaks to our customers who are on the trails, staking new grounds, and following their internal compass in pursuit of adventure. In today's climate, consumers are looking to get outdoors now more than ever, and Stetson's here for it."

Stetson, an iconic brand since 1865, has been worn by infamous politicians and patriots, culture-setting artists and musicians, mavericks and historical figures from all around the world for over 155 years.

#### ABOUT STETSON

As it has since 1865, Stetson is an iconic brand that embodies the resourceful, authentic, adaptable and diverse core of the American spirit. A global leader in authentic lifestyle products, Stetson is committed to a heritage of craftsmanship and quality that communicates individuality and freedom. John B. Stetson's story of perseverance continues today, over 155 years later—ever evolving, yet timeless.

[www.stetson-europe.com](http://www.stetson-europe.com)



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