

FALL / WINTER 2021

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.

AT HOME IN THE GREAT OUTDOORS

The crunch of fallen pines under your boots. A cast-iron pot with the catch of the day, cooking on a blazing campfire. The comforting silence of the trail, with only the occasional bird to keep you company. On these days especially, nothing beats getting outside.

The Stetson Fall/Winter 2021 Outdoor collection is a breath of fresh air. Rich earth-inspired hues and natural textures abound in traveller and bomber shapes. Wool felt qualities are available in hazel, 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 wool felt hats branded with camp graphics round out a collection that's most at home in the outdoors, for day hikers and weekend adventurers alike.

This fall/winter season, gear up and find your true north in nature with Stetson Outdoor. As great as the variety of styles with hand-painted or stitched-on eagles, outdoor badges, buffalo check, vintage features or forest jacquard knit is, they all show the silhouette of nature in the sticker hangtag, theme branding and lining.

Heritage is represented by Scottish tweed with a vintage houndstooth pattern or a stripe-like herringbone pattern in newsboy or ivy styles, supplemented by pure wool, woven on

old Japanese looms, and chalky stripes on soft vintage flannel. Virgin wool in a sixties coat fabric quality is captivating with its loose weave and superior softness.

Luxurious pure cashmere is finely brushed and is compelling with glossy, dark glencheck or coated herringbone as a newsboy cap. Aficionados of special quality will also love the llama-cashmere mix ivy cap with a hint of bouclé.

Buckets and slim newsboys are bold in brandy-colored corduroy. Slim ivy caps, 8-panel newsboys and fedoras come in two- and four-color virgin wool with a broken-twill character in dark brown and beige. Multi-colored Shetland check as driver caps meets a melange of blue denim and knit check in docker caps, ivys and newsboys. Brit tweed combines with leather in ivys and deerstalkers.

Wool felt scores with variety: Fedora, player, classic traveller and new Western styles, Amish and full-crown shapes come with new subdued shades, ribbons, feathers, vintage character – and Truman Capote's quote on life's episodes. Vitafelt is compelling with pure wool and water resistance, and also with strong colors and contrasts in fedora hats, travellers and Western crossovers. **Hair felt** enhances traditions with new ideas for ribbons, scorched looks and an exciting feel.

Knits: pure cashmere and wool mixes bring warmth to beanies, with and without cuff brims or pompoms. Tweed yarns meet college stripes in color blocking, badges and balanced double-dyeing with a super-soft grip. Additional scarves round out the hat look.

Brown-toned charcoal describes the exciting color of an 8-panel newsboy made of butter-soft deer **leather**, and also shearling with a vintage touch, soft and slightly shorn for slim ivy and unlined bomber. Suede in brandy or gray-olive colors comes in Western and newsboy, or with fake fur as bomber hats.

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