

Retail Analysis: *Felt Hat Trends*



A certificate for Resistol's Black Gold felt is included with the purchase of every Resistol Dodge truck. The five-inch brim shown here is trending in some markets.



This hair-on hat from Charlie 1 Horse has a lace-stitched brim and braided leather band with silver conchos.

HATTIPS

Hat makers share their insights about trends in felts for 2009.

By Barb Kastens, Editor

A lot has changed in the hat-making industry over the past few years. The materials that go into making Western felts are generally the same, but most companies launch new lines, or extensions of current lines, every January at the Denver Market. According to Stan Redding, vice president of sales and marketing at Hatco, makers of Stetson, Resistol, Charlie 1 Horse and Wrangler headwear, Resistol will have an expansion of the USTRC (United States Team Roping Championship) collection.

“We’ll have some very innovative things that have not been seen in the felt hat world before in that collection,” he said. “The USTRC hats are in stores, but not the 2009 model. That will break in January at Denver Market.” The Stetson label