



Spring/Summer  
2020





# OUR STORY

In 1995, our founders, Andrew and Teresa, set out on a backpacking trip to explore the island of Bali. One of their adventures landed them in a small village that had perfected the talent of crocheting hats by hand. The love that was found for the people and their craft spurred a decision to start an import business. The popularity of the style grew and so did the company. San Diego Hat Company was officially launched and the appetite for more hats was born. As the collection began to expand, relationships were built with China to produce new styles and materials. Andrew kept the company for 19 years and then sold it to enjoy retirement back on the island that stole his heart and where our company first began. The family feel is still very much involved in SDHC and the brother of the owner remains as our CFO.

Our goal from the beginning has continued to be the same: providing our customers with their favorite hat. We travel the world multiple times a year to gain inspiration and insight into new trends and styles.



This is the hat that started it all! Today, the cotton crochet line is full of different shapes and a rainbow of colors. Remember to always mention this line to your customers. It's been a consistent, solid seller.







## Artisan Collection

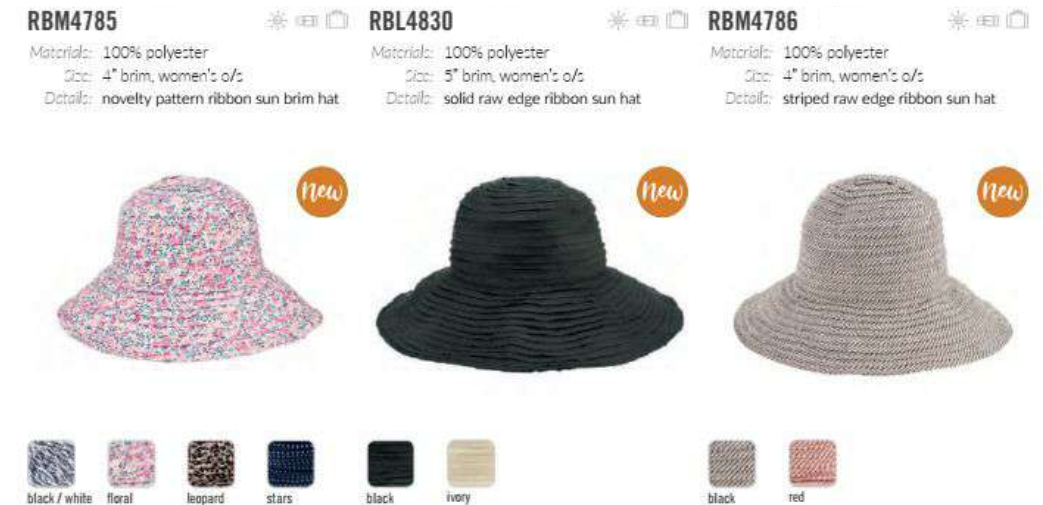
While working with villages in Mexico and Bali, our design team had the pleasure of meeting local artisans to learn their craft and why each artist is as unique as the product they create. It's a collaborative effort to choose material, design and color to ensure all pieces are relevant and sellable. Since each piece is individually handmade, we have a limited assortment and quantities. This elevated collection offers a higher price point to help capture a different customer base.





**\*\*Water Resistant Collection: great option for resort wear customers**

**\*\*updated ribbon buckets – my favorite addition!!**



UBM4457



**\*\*Now in black and tobacco**

Material: 75% paper, 25% polyester  
Size: 3.5" brim, women's o/s  
Detail: ultrabroad panama fedora with chambray band



KNH8008



**\*\*Now in blush**

Material: 100% polyester  
Size: 3" brim, women's o/s  
Detail: machine knit fedora with braided faux suede trim



UBL420



**\*\*Now in stone and black *and* all colors come in size small. Coffee, toast and mixed coffee will continue to come in medium and large as well.**

Material: 75% paper, 25% polyester  
Size: 5" brim, unisex; small 57cm / med. 59cm / large 60cm  
Detail: el campo pinched wide brim with inner stretch band and chin cord



CHXL5



Material: 100% cotton  
Size: 6" brim, women's o/s  
Detail: crochet extra large brim hat



CHXL1



**\*\*Now in a larger brim**

Material: 100% cotton  
Size: 6" brim, women's o/s  
Detail: crochet extra large brim hat with scalloped edge



*Key Catalog Updates/Additions*

## Cotton Crochet

- **Product Specs:**
  - Content: 100% Cotton, hand crocheted in Bali, Indonesia
  - Care: Hand wash with mild soap and water; air dry
  - Extras: Hats are constructed with a memory wire in the brim. This plastic coated filament allows you to shape the brim in a variety of ways for a custom look
- **Selling Features:**
  - Sizing: conforms to almost every head size, making it an easy fit for all
  - Accessories: Each hat can come with a free flower pin, which adds to personalized decoration or can be used as a brooch. This must be requested on an order-by-order basis. Please add this to the notes.
  - Packable: This lightweight hat can be packed flat in between clothes. We do not recommend folding or rolling.
- **Conscious Consumers:** We maintain a fair trade relationship with the village who manufactures this line for us. Our business has had a direct affect on the well-being of the community and has lead to improved living conditions, job placement, and even school uniforms for the village children. This, plus the use of 100% natural cotton, has become important selling features to stores that promote Fair Trade, Alternative Lifestyle, and Health Food stores.
- **Garden Centers and Beach stores:** these hats are breathable and can be easily cleaned if it gets dirty. Our full 5" brims and solid weaves provide sun protection. Colors that market particularly well for garden centers: tan, celery and stone



**\*\*This can be found on page 14 in the SS20 catalog**

## Paperbraid

- **Product Specs:**
  - *Content:* 100% paper, made in China
  - *Care:* Spot treat only
  - *How it's made:* pieces of paper get spun into fine strands which then get braided by a machine and sewn together. The process creates a very lightweight and breathable hat, and offers a very practical and often cheaper substitute for classic straw styles.
- **Top-Selling Styles:**
  - **PBG1:** coffee and fern – sporty, yet attractive “work hat”
  - **PBL1-6:** coffee, black, and moss – dress it up or make it casual
  - **PBM1026:** mixed black – classy and sophisticated
- **Market Outreach**
  - **Apparel Boutiques:** The classic hat shapes are stylish and cater to a more mature and sophisticated customer. Many of the styles offer UPF 50+ and are offered in a variety of colors.
  - **Garden Centers:** PBG1, “the garden hat”, has been the top selling style for many years. It is a unisex style that looks good on everyone. The hat provides UPF 50+, has a chin cord and interior ribbon sweat band, which makes it completely functional.



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## Ultrabraid








- **Product Specs**
  - *Content:* 75% paper, 25% polyester
  - *Care:* Spot treat with water, lay flat to dry
- **Selling Features**
  - **Color:** The material soaks up dye very well and keeps a vibrant and rich color
  - **Durability:** Adding polyester or nylon to a paper foundation makes this one of the most durable hats in our line
- **Top Selling Styles**
  - **UBLX106:** this dramatic 6" brim will make a statement wherever you wear it
  - **UBL420:** function and fashion; unisex
  - **UBV002:** the ultimate travel accessory. This full brim visor rolls up into the perfect packable shape. It can be sporty or sophisticated and the velcro closure means that it will fit just about everyone!
- **Market Outreach**
  - **Resort wear:** resorts love this collection for 3 major reasons: 1. larger brims offer the most choice for maximum sun protection 2. a rainbow of colors 3. packable options making it easy for customers to take their hats with them wherever they go. **UBV002 should be on every order!**
  - **Garden center:** comfort for both men and women. The ultra-wide brims offer UPF 50+ which means customer can work during peak sun hours and stay cool and shaded.
  - **Apparel Boutiques:** these styles can complete a summer outfit for a garden party, a wedding, and even a day at the horse races!





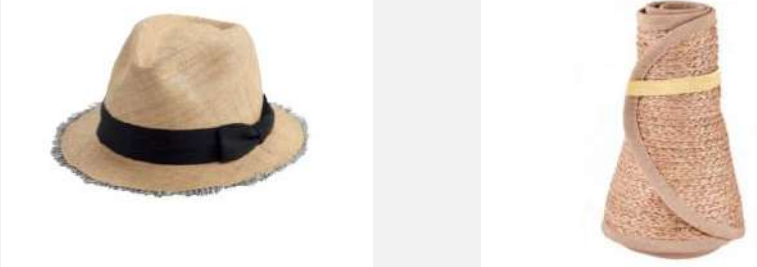






## Raffia

- **Product Specs**
  - Content: 100% raffia
  - Care: spot treat with water, lay flat to dry
  - Extras: easily woven, braided and even crocheted for a variety of looks, patterns and shapes; can be dyed easily for color variation
- **Selling Features**
  - Timeless: a classic staple that everyone should own – will last a lifetime
  - Made from sustainable material
- **Top Selling**
  - **RHL10**: classic shape that's perfect for resort areas
  - **RHL13**: very traditional black ribbon style; great for apparel boutiques and garden centers; sophisticated and functional

<b>RHL10</b> <b>\$26</b> ☆  <i>Materials:</i> 100% raffia <i>Size:</i> 3" brim, women's o/s <i>Details:</i> crocheted raffia with stretch band	<b>RHL13</b> <b>\$24</b> ☆  <i>Materials:</i> 100% raffia straw <i>Size:</i> 5" brim, women's o/s <i>Details:</i> raffia large brim hat with ribbon trim and inner stretch band	<b>RHM6005</b> <b>\$26</b> ☆  <i>Materials:</i> 100% raffia <i>Size:</i> 3.5" brim, women's o/s <i>Details:</i> crocheted raffia pinched crown fedora with double self tie
		
		
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<b>EBH9890</b> <b>\$25</b>  <i>Materials:</i> 100% raffia <i>Size:</i> 2.5" brim, women's o/s <i>Details:</i> woven raffia fray edge panama fedora with ribbon bow and under brim design	<b>RHV1505</b> <b>\$16</b> ☆    <i>Materials:</i> 100% raffia <i>Size:</i> 4" brim, women's o/s <i>Details:</i> raffia braid roll up visor with velcro closure
	
	
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# Core Assortmen +

CHL1 	CHL5 	RBL299 	RBL207 
UBV002 	UBV003 	RSM540 	RHL10 
PBL1-6 	PBG1 	UBL420 	KNH8008 
UBF1099 	UBM4457 	UBM4442 	PBF7004 
SGM502 	PBF7300  	RHC1052  	TWM522 



<b>UBM4481</b> 	<b>RBM5558</b> 	<b>RBL4782</b> 	<b>MXG4000</b> 
<b>PBL1-6</b> 	<b>UBM4453</b> 	<b>HBG1</b> 	<b>PBG1</b> 
<b>UBL420</b> 	<b>UBM4440</b> 	<b>CHL5</b> 	<b>RHL9</b> 
<b>MXM1016</b> 	<b>PBL3016</b> 	<b>MXM1014</b> 	<b>PBL3086</b> 
<b>RSM583</b> 	<b>CTH3525</b> 	<b>OCM4659</b> 	<b>OCM4614</b> 

Garden  
+ Assortmen

# Resort Assortmen +

<b>UBL130</b> 	<b>SPS1005</b> 	<b>SPS1006</b> 	<b>PBF7350</b> 
<b>WSH1224</b> 	<b>RHF6145</b> 	<b>SGF2031</b> 	<b>PBF7347</b> 
<b>PBF6164</b> 	<b>RHV1508</b> 	<b>RBM4786</b> 	<b>UBL6487</b> 
<b>PBL3210</b> 	<b>PBF7311</b> 	<b>RHF6140</b> 	<b>UBX2722</b> 
<b>BSB1732</b> 	<b>BSB1730</b> 	<b>BSG1069</b> 	<b>BSG1042</b> 



WSH1203 	PBF7350 	UBF1115 	UBF1116 
SGF2031 	KNH8008 	UBF1109 	UBM4457 
UBL6484 	CHM6 	RHM6006 	RHF6125 
UBM4454 	RSL5556 	UBV040 	SDHS19031 
SCB4002 	SCH2001 	SCF1005 	SCG002 

**Apparel  
Assortment**  
(junior, surf, skate,  
fashion)