

# Hot Product Showcase

## This Month: Headwear

By Chuck Zak

**F**ormal headwear is like disco – folks remember with varying degrees of fondness when each was ubiquitous, but at some point the music had to stop. While disco has morphed into countless shades of electronica, headwear has evolved from a formal necessity to a favored accessory, one with unlimited potential to complement any outfit or brand. This month's collection provides ample evidence of the range and appeal our industry has to offer when it comes to headwear. Cap off an apparel promotion by suggesting one of these versatile items, with branding options subtle enough for the symphony or sassy enough for Funky Town.



### Perth Mark

This functional favorite earns its exalted status with a devil-may-care attitude that's impossible to fake. This brushed twill Aussie hat (7805A) features the style's telltale side snaps and chin cord and adds a hint of exotic adventure for zoo staff or museum gift shops. Available from Mega Cap (asi/70434; circle 118 on Free Info Card).



### Kickin' Back

The soft jersey fabric on this six-panel mid-profile cap (6778T) combined with its Spandex-enabled elasticity give it an unbeatably comfortable fit. Great for any client looking to project a relaxed, casual image like vacation getaways or leisure-themed media. Available from Flexfit (circle 139 on Free Info Card).

### Beautiful Beret

Consider the titular raspberry beret that got Prince all moony back in '85. Does your client embody the unassailable style of that storied cap? If so, this 100% wool beret (BERE-4139-004) with leather edging might be a uniquely chic way to express it. It's a nice gift for that special fashionista, and a natural tie-in with anything even remotely French-themed. Available from Wolfmark (asi/98085; circle 92 on Free Info Card).



### Ranch Dressing

Go west, young man – or just look like you did. This wool felt western hat (9972) with shapeable brim is fully American-made in both its construction and its inspiration. Private-label this hombre and gift your favorite wannabe-cowboy or promote any Texas-sized client. Available from Philadelphia Rapid Transit (asi/77945; circle 119 on Free Info Card).