



Our Mission

The best memories are made outside. Swings. Climbing trees. Collecting shells. Stick fights. Fruit picking. Mud pies. Leaf races. Puddle jumping.

We want to come along for the adventures, the exploring, the playing - making those memories. We like to imagine our hats enjoying all the fun times they get to share with their wearers. Such lucky little hats!

Skin cancer is serious. We are motivated to create a generational change in the way children and adults care for their skin. Donning a hat should be as normal daily attire as clean undies (and just as comfortable!)

Now get outside - enjoy that sunshine!

We'll keep you safe.

 @bedheadhats  @bedhead_hats



Welcome to

SPRING SUMMER 2023

Just like kids, companies grow! After a lot of trial and error nutting out the perfect range of kids hats, Bedhead Hats expanded into a kids Swim range. A few years later, a more eco-friendly collection of kids reversible linen hats was born – Heritage. And now look at us! Bedhead Hats is all grown up and sitting pretty on grown ups too so parents can role model sun-safe behaviour to their children - stylishly. Were excited to see what our next chapter brings!

We know it's a busy time for your business, so we want to help by providing you with some handy tools to make stocking our products a breeze. This handbook has everything you could need and want to know about our products, an easy-scan link to our Wholesale Asset Directory for images, social content and barcodes, as well as visual merchandising info and ideas on how to display your stock (we know, hats can be tricky!). We hope it makes your hectic spring and summer season a little easier.

Please don't forget to make use of Carolyn if you have any questions or need more stock! You can reach her on 0455 443 200 or Carolyn@bedheadhats.com.au

We look forward to seeing the latest Bedhead collection in your stores – we hope you love it as much as we do!

♡ Richelle
+ the Bedhead team



ADULT HATS FOR STYLISH SUN SEEKERS



'Vacationer'
Ladies Sun Hat



'Traveller'
Adults Frayed Bucket



'Voyager'
Wide-Brimmed Visor

MEET THE BEDHEAD TEAM!



... annnnd
30 seconds
later!





bedhead[®]

Originals + Swim



UPF50+ EXCELLENT PROTECTION RATING

Tested on fabric AND hat design. Caps, floppy brims and cheap fabrics DO NOT protect children from the sun's harmful UV rays.

ANTI-FLOP BRIM

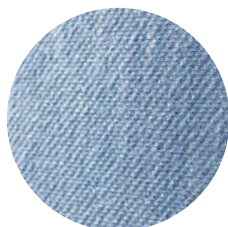
An innovatively designed insert keeps brims away from eyes. No matter how many times it's washed, that brim will not flop!



CHILD-FRIENDLY PRINTS

We design prints that kids want to wear - think dinosaurs, rainbows and dogs! When kids are involved in the selection of their hat, they're more inclined to wear it without a fuss!

FABRIC SELECTION



Our 'Originals' collection is made of 95% Cotton and 5% Spandex Jersey, making it soft, cool and stretchy. So stretchy, in fact, that kids don't grow out of them quickly and they fit comfortably over braids and ponytails.

CHIN STRAP

The soft and stretchy chin strap sits smoothly on necks with a slide toggle to keep the hat gently secured, unlike lace up or Velcro-style straps. The chin strap can easily be removed if preferred without interfering with the quality of the hat at all.



SIZE VARIETY

Sizing starts at a tiny 37cms (0-3 months) to ensure baby gets used to wearing a hat from an early age before their independent streak kicks in.

We have expanded the size range to provide more choice. We now offer eight sizes across our four collections.

STYLE COLLECTION

There are four hat styles children can work their way through depending on their age and stage of development: Legionnaire Hat, Toddler Bucket, Kids Bucket and Ponytail Bucket. All maintain optimal sun and glare protection, whether in a carrier, stroller or running around.



SWIM RANGE

Our quick-drying, Chlorine-safe swim material is perfect for both the pool and beach. The anti-flop brims stay upright even when the hat is saturated! Our 'Swim' range this season will feature ten prints (with matching wet bags) and seven plain colours.



PERFECT IN PRAMS & CARRIERS

Our Toddler Bucket & Legionnaire styles are developed with prams and baby carriers in mind. Soft and flexible under baby's neck for great comfort, they also provide sun and glare protection for the face.

RETURN-TO LABEL

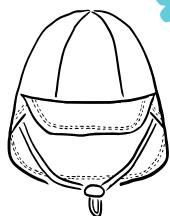
We know how hard it can be to find a good spot to write a name on clothing items so we created one! Our sewn-in return-to label is easily seen, but not easily cut off and allows room for your child's name and your phone number so any lost hats can make their way back home safe and sound.



ORIGINALS & SWIM STYLE GUIDE

LEGIONNAIRE

Best for new babies



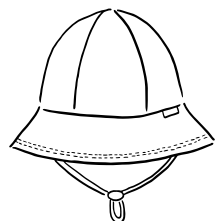
* This style is also available in Swim.

Super soft and light on heads, this hat is designed for use in prams, carriers and car seats thanks to the neck flap that lies comfortably flat when baby does. A foam insert in the brim keeps it upright so baby can look out, and can be angled to detract glare or sun. The best style for introducing babies to sun safety.

SIZE	AGE	HEAD SIZE	BRIM DEPTH
XXS	0 - 3 MONTHS	37 CM	5.5 CM
XS	3 - 6 MONTHS	42 CM	6 CM
S	6 - 12 MONTHS	47 CM	6.5 CM
M	1 - 2 YRS	50 CM	6.8 CM
L	2 - 3 YRS	52 CM	7 CM
XL*	3 - 6 YRS	54 CM	7.2 CM

TODDLER BUCKET

For little ones on the move

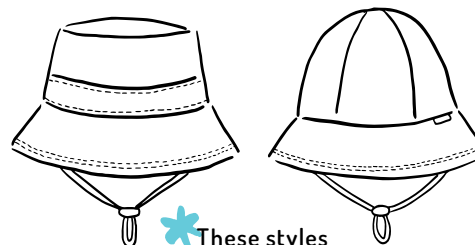


A classic style with deep panelled crown that introduces little ones to an angled brim in their line of sight once they're able to sit up and crawl. The brim is made from a felt insert, meaning it keeps its shape but is still soft and cosy when bub is leaning back in a pram or carrier.

SIZE	AGE	HEAD SIZE	BRIM DEPTH
XXS	0 - 3 MONTHS	37 CM	4.5 CM
XS	3 - 6 MONTHS	42 CM	5.5 CM
S	6 - 12 MONTHS	47 CM	6 CM
M	1 - 2 YRS	50 CM	6 CM
L	2 - 3 YRS	52 CM	6 CM

CLASSIC & PONYTAIL BUCKETS

Anti-flop brims for big kids



* These styles are also available in Swim.

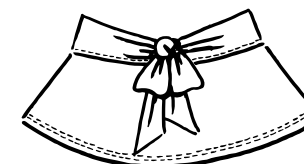
Our foam-reinforced brims are anti-flop so kids can play and enjoy their adventures without having to worry about hats flopping in eyes. A little slit in the ponytail style banishes the uncomfortable hat-and-ponytail combo and allows hair to be pulled through for ultimate comfort.

SIZE	AGE	HEAD SIZE	BRIM DEPTH
L	2 - 3 YRS	52 CM	6 CM
XL	3 - 6 YRS	54 CM	6.5 CM
XXL	6 - 13 YRS	56 CM	7 CM
XXXL^	13+ YRS	58 CM	7 CM

SAME SIZE, DIFFERENT USES!
 Toddler Bucket: created for use in strollers.
 Classic Bucket: running wild & free kids.

LADIES SUN VISOR

For stylish role-modelling



* This style is also available in Swim

Reinforced with an anti-flop brim, this soft, comfy and stylish sun visor keeps mums sun safe in the pool too. The opening at the top allows plenty of room for a mum bun or ponytail, while the back ribbons tie up for the perfect fit.

SIZE	HEAD SIZE	BAND DEPTH	BRIM DEPTH
S	52 - 56 CM	5 CM	9.5 CM
M	56 - 60 CM	5 CM	10 CM
L	60 - 64 CM	5 CM	10.5 CM
XL	64 - 68 CM	5 CM	11 CM

bedhead[®] Originals

SPRING // ORIGINALS

AVAILABLE FOR DELIVERY AUGUST 2023



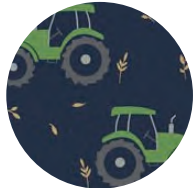
SAVANNA



GRACE



BUTTERFLY



TRACTOR



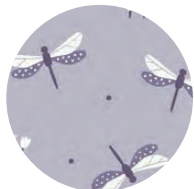
BIRDIE



GREY MARLE STRIPE

SUMMER // ORIGINALS

AVAILABLE FOR DELIVERY OCTOBER 2023



DRAGONFLY



STRAWBERRY



LOLLIPOP



GOLDIE



KHAKI STRIPE

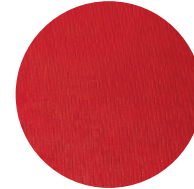


SPORTSTER

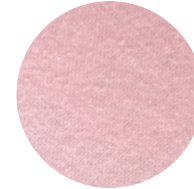
bedhead[®] Originals Core

CORE ORIGINALS

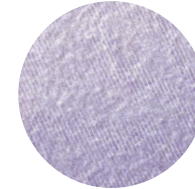
AVAILABLE FOR DELIVERY YEAR ROUND



RED



BLUSH



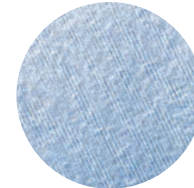
LILAC



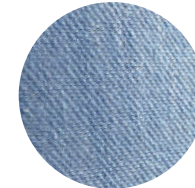
WHITE



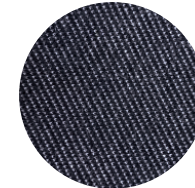
NAVY



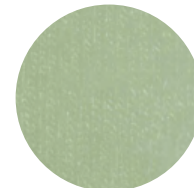
BABY BLUE



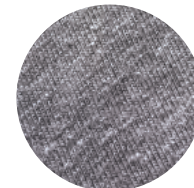
CHAMBRAY



DENIM



KHAKI



GREY MARLE



GREY TIGER
TODDLER BUCKET



DINOSAUR
LEGIONNAIRE
(GREEN OR KHAKI)



GREY SHARKIE
LEGIONNAIRE



RUFFLE
LEGIONNAIRE
(WHITE OR BLUSH)



RUFFLE BUCKET
(DENIM, WHITE, KHAKI
OR BLUSH. PONYTAIL
OR TODDLER BUCKET)



BLUSH KITTY
TODDLER BUCKET

bedhead[®] *Swim*

SPRING // SWIM

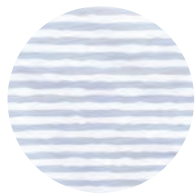
AVAILABLE FOR DELIVERY AUGUST 2023



PALM



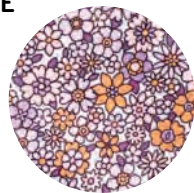
TURTLE



STRIPE



DAISY



VALENCIA

SUMMER // SWIM

AVAILABLE FOR DELIVERY OCTOBER 2023



UNICORN



TIDE



PELICAN

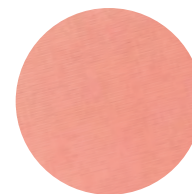


RAINBOW

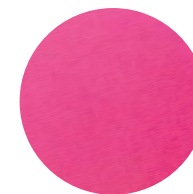
bedhead[®] *Core Swim*

CORE SWIM

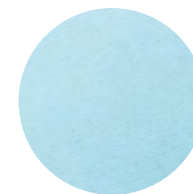
AVAILABLE FOR DELIVERY YEAR ROUND



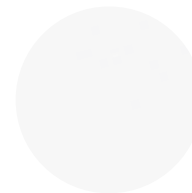
PEACH



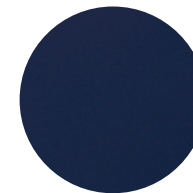
CANDY



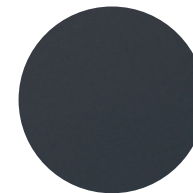
AQUA



WHITE



MARINE



SLATE

Originals + Swim

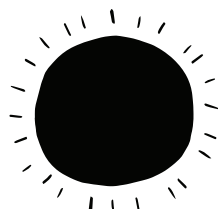
WASH, WEAR + CARE

WITH THE RIGHT CARE, BEDHEAD HATS SHOULD HAVE A LIFE BEYOND THEIR FIRST LITTLE WEARERS. HERE ARE OUR TIPS FOR KEEPING THEM IN TIP-TOP SHAPE.



Wash

- * Use a wash bag to prevent the chin strap from tangling.
- * Wash every few weeks in a gentle cold machine wash.
- * Line dry in the shade – tumble drying will melt the foam.
- * Bleach will damage the fabric, so keep whites extra white by adding half a cup of bicarb soda to washing powder.



Wear

- * A few minutes in the sun will remove kinks in the foam brims.
- * Regularly check and reapply your child's name/phone number on the "Return To" label.
- * Our Swim hat fabric is warmer than cotton, so wet the hats to keep little heads cooler.



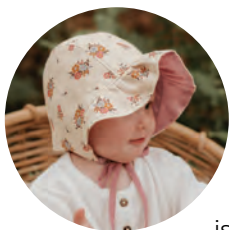
Care

- * The chemicals in sunscreen don't react well with other materials and can stain fabrics (and ruin car paint!). Ensure sunscreen has soaked in and been washed from hands before putting on a hat or rash vest.
- * Rinse and wring out swimwear after each use to remove chlorine.
- * Always wring out wet items before placing in a wet bag.
- * Legionnaire styles can be stored folded neatly in a basket, on a shelf or in a wet bag (be sure both items are totally dry beforehand).
- * Classic and Ponytail hats are best stored stacked, lying brim-down on a flat surface or hung from their chin straps on a pegrail or hook with the brim flat against the wall. Due to the foam insert in the brim, storing folded over for long periods of time (such as over the winter) is not recommended.



bedhead®

Heritage



TWO-IN-ONE REVERSIBLE STYLE

For those who love a little versatility in their life, the entire Heritage range is fully reversible, with one of the range's solid core colours on one side and a pattern in coordinating colours on the other. All ties and straps are also able to be pulled through on the reverse, resulting in two fully functional hats in one.



ANTI-FLOP, BUT SHAPEABLE BRIMS

Famous for our non-floppy brims, we've designed this range to be a little more flexible while still anti-flop. The woven interfacing and thin cord edges of the kids and adults' hats provide protection with a little less rigidity for a slightly softer look. All styles have more than the recommended sun-safe brim lengths.



ADJUSTABLE STYLES FOR EVERYONE

You can't get a better fitting hat than one you can custom size! Aside from our bonnets, all Heritage styles now feature adjustable elastic ties or buckles at the back that allow the hat to span up to five centimetres in size. The adjustability also keeps adult hats in place, so no need for a chin strap.



ECO-FRIENDLY LINEN FABRIC

The immense popularity of linen is not without reason. A natural, hardy fabric with great texture and softness, its ability to self-cool in summer and warm in winter makes it the ideal hat fabric. Linen is recyclable, biodegradable, hypoallergenic and antibacterial. A bonus: linen's manufacturing process is the most eco-friendly option – flax, from which linen is woven, is grown without the use of pesticides or water other than rainwater, requires little energy to process and can be used in its entirety, leaving no waste.



PROTECTIVE AND DESIGNED FOR AUSSIE CONDITIONS

Designed by Australians to suit the Australian climate, Bedhead's Heritage collection features wide brims to shield eyes and faces from the harsh sun and year-long glare. The lightweight nature and self-cooling features of the linen fabric ensure adequate protection without the extra heat. The Heritage range has been tested in accordance with AS/NZ 4399 and while the new styles are yet to be confirmed, we are confident they too will be rated UPF50+ excellent protection, just like the rest of the collection.



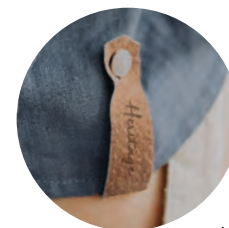
LIGHTWEIGHT AND COOL

Despite two layers of fabric for the reversibility, the Heritage range is incredibly lightweight, soft and cool on heads. The hats are so light, you won't even notice you're wearing one, making Heritage the perfect collection for kids who fuss over hats.



TIMELESS STYLE FOR MATCHING FAMILIES

We've looked to the world around us for the Heritage palette – olive greens, mustards, stones, dusty pinks and navy feature in the base range, while classic stripes, ever-popular florals, and hits of nature make up the patterns. It's a classic aesthetic that stylish mums will love for their kids and themselves – and even their partners! The adult's range coordinates with a select number of hats across the different styles for the ultimate in family matchiness.

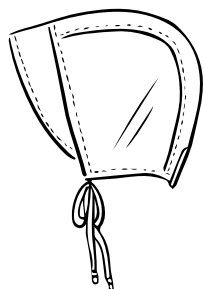


IT'S ALL ABOUT THE DETAILS

With beautifully sewn and elasticised ties, a slightly longer back on the sun hats, and lightweight cord in the brims, our Heritage range has one more extra style surprise: a button-up vegan leather "return-to" label that keeps personal details a secret until needed.

HERITAGE STYLE GUIDE

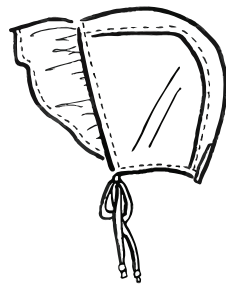
Seeker BONNET



A little bit whimsical, a whole lot adorable, our classic-style bonnets are for those who love yesteryear style. Featuring soft but sturdy felt in the brims, our bonnets protect and highlight those cute faces.

SIZE	AGE	HEAD SIZE	CENTRE PANEL LENGTH	BRIM DEPTH
XXS	0 - 3 MTH	38 - 42 CM	27 CM	4 CM
XS	3 - 6 MTH	42 - 46 CM	29 CM	4.5 CM
S	6 - 12 MTH	46 - 50 CM	31 CM	4.5 CM
M	1 - 3 YRS	50 - 54 CM	33 CM	5 CM

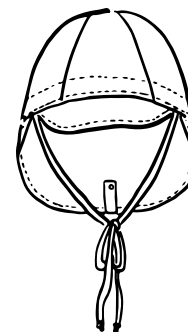
Searcher RUFFLE BONNET



For the girliest of girls, this new bonnet is old-school style for modern bubs. The generous brim is ruffled to frame sweet faces, while the long ties keep it in place.

SIZE	AGE	HEAD SIZE	CENTRE PANEL LENGTH	BRIM DEPTH
XXS	0 - 3 MTH	38 - 42 CM	27 CM	5 CM
XS	3 - 6 MTH	42 - 46 CM	29 CM	5.5 CM
S	6 - 12 MTH	46 - 50 CM	31 CM	5.8 CM
M	1 - 3 YRS	50 - 54 CM	33 CM	6 CM

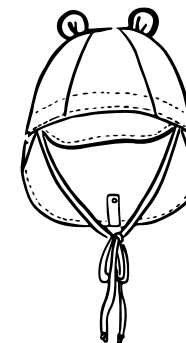
Lounger FLAP HAT



From newborns to toddlers, our reversible legionnaires sit snugly on the head thanks to adjustable ties at the back. Elasticated chin straps keep hats in place by tying sweetly in a bow under little chins.

SIZE	AGE	HEAD SIZE	BRIM DEPTH FRONT	BACK FLAP DEPTH
XXS	0 - 3 MTH	38 - 42 CM	5.5 CM	7.5 CM
XS	3 - 6 MTH	42 - 46 CM	6 CM	8 CM
S	6 - 12 MTH	46 - 50 CM	6.5 CM	8.5 CM
M	1 - 3 YRS	50 - 54 CM	7 CM	9 CM

Roamer TEDDY FLAP HAT

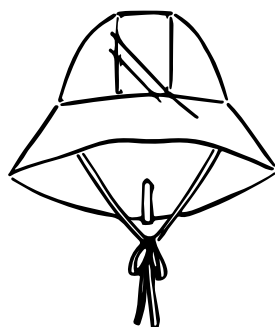


We couldn't help making cute things even cuter, so added bear ears to our reversible flap hat! In three colour varieties, the reverse is a flax colour without ears for the best of both worlds: regular and Teddy!

SIZE	AGE	HEAD SIZE	BRIM DEPTH FRONT	BACK FLAP DEPTH
XXS	0 - 3 MTH	38 - 42 CM	5.5 CM	7.5 CM
XS	3 - 6 MTH	42 - 46 CM	6 CM	8 CM
S	6 - 12 MTH	46 - 50 CM	6.5 CM	8.5 CM
M	1 - 3 YRS	50 - 54 CM	7 CM	9 CM

HERITAGE STYLE GUIDE

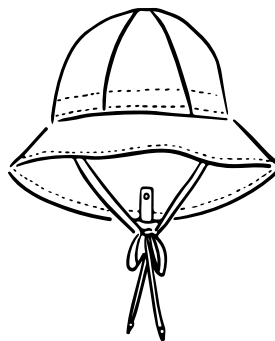
Sightseer WIDE-BRIMMED BONNET



For the fans of broadbrims, but with oodles more style! This hat generously covers shoulders and chests, while the extra wide brim can be turned up to show off the reverse and still be sun safe!

SIZE	AGE	HEAD SIZE	CENTRE PANEL LENGTH	BRIM DEPTH
S	6 - 12 MTH	46 - 50 CM	29 CM	8.5 CM
M	1 - 3 YRS	50 - 54 CM	30 CM	9.5 CM
L	3 - 6 YRS	54 - 58 CM	31 CM	10.5 CM
XL	6 YRS & UP	58 - 62 CM	32 CM	11.5 CM

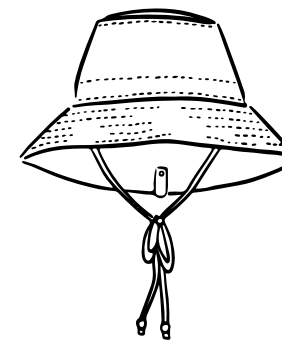
Wanderer PANELLED BUCKET



Shapely and stylish with a deep panelled crown, sun protection has never looked so great. Long linen ribbons tie up into a bow to create the perfect fit, and to keep hats on heads!

SIZE	AGE	HEAD SIZE	BRIM DEPTH FRONT	BRIM DEPTH BACK
S	6 - 12 MTH	46 - 50 CM	6 CM	8.5 CM
M	1 - 3 YRS	50 - 54 CM	6.5 CM	9 CM
L	3 - 6 YRS	54 - 58 CM	7 CM	9.5 CM
XL	6 YRS & UP	58 - 62 CM	7.5 CM	10 CM

Explorer CLASSIC BUCKET



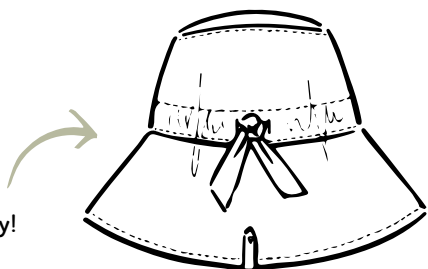
Our classic bucket style features a tapered crown with horizontal band and sweet stitch detailing on the brim. They're so lightweight, kids will barely even notice they're wearing a hat!

SIZE	AGE	HEAD SIZE	BRIM DEPTH
S	6 - 12 MTH	46 - 50 CM	6 CM
M	1 - 3 YRS	50 - 54 CM	6.5 CM
L	3 - 6 YRS	54 - 58 CM	7 CM
XL	6 YRS & UP	58 - 62 CM	7.5 CM

HERITAGE ADULTS STYLE GUIDE

Vacationer LADIES SUN HAT

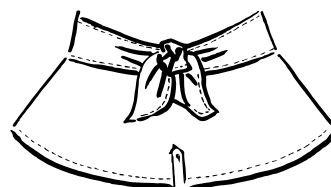
Now with adjustability!



A beautifully shaped, non-floppy and protective hat that now adjusts at the back for the perfect fit and minimal movement! These two-in-one styles also match with the kids hats for matchy style.

SIZE	HEAD SIZE	CROWN DEPTH	BRIM DEPTH
S	52 - 56 CM	16 CM	8.5 CM
M	56 - 60 CM	17 CM	9 CM
L	60 - 64 CM	18 CM	9.5 CM
XL	64 - 68 CM	19 CM	10 CM

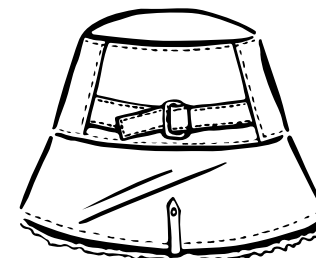
Voyager WIDE-BRIMMED VISOR



Our open-topped sun visor provides great protection for faces and shoulders, while allowing hair to remain up in a bun or ponytail - or to let heads breathe a little. The ties pull the hat into place for a custom fit.

SIZE	HEAD SIZE	BAND DEPTH	BRIM DEPTH
S	52 - 56 CM	5 CM	10 CM
M	56 - 60 CM	5 CM	10.5 CM
L	60 - 64 CM	5 CM	11.5 CM
XL	64 - 68 CM	5 CM	12 CM

Traveller ADULTS FRAYED BUCKET



A unisex style perfect for the big people in the family. An adjustable buckle at the back keeps hats in place and at the right size, while the frayed edge gives a little casualness to the classic style.

SIZE	HEAD SIZE	CROWN DEPTH	BRIM DEPTH
S	52 - 56 CM	16 CM	6.5 CM
M	56 - 60 CM	17 CM	6.5 CM
L	60 - 64 CM	18 CM	7 CM
XL	64 - 68 CM	19 CM	7.3 CM

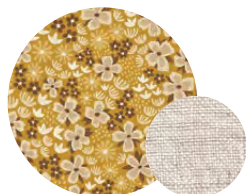
bedhead[®]

Heritage

Reversible

SPRING // HERITAGE

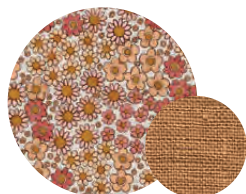
AVAILABLE ALL YEAR ROUND



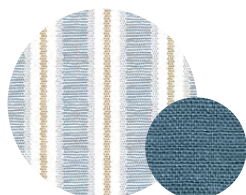
FARAH / FLAX



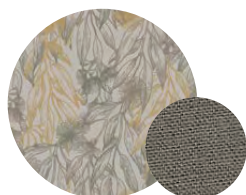
POPPY / ROSA



MELODY / MAIZE



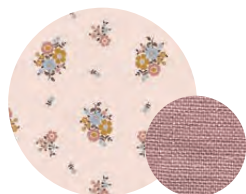
SPENCER / STEELE



MALLEE / MOSS

SUMMER // HERITAGE

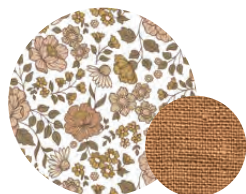
AVAILABLE ALL YEAR ROUND



PRIMROSE / ROSA



FRANKIE / FLAX



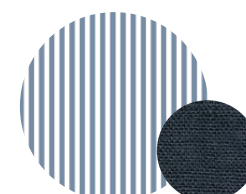
MARIE / MAIZE

CORE HERITAGE

AVAILABLE ALL YEAR ROUND



FINLEY / BLANC



CHARLIE / INDIGO



BOBBIE / EBONY

Heritage

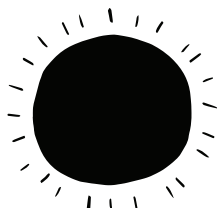
WASH, WEAR + CARE

ALTHOUGH LINEN IS A HARDY NATURAL FIBRE, THE LONG TIES AND VEGAN LEATHER RETURN-TO TAB PUT IT INTO THE DELICATE CATEGORY. HERE'S HOW TO CARE FOR OUR HERITAGE RANGE.



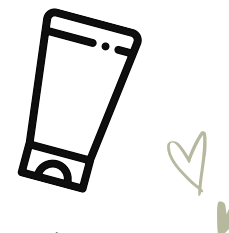
Wash

- * Always wash in a wash bag to ensure ties don't overstretch or tangle in other clothing.
- * Wash when required in a gentle cold machine wash - a quick wash is best. Make sure to remove from washing machine as soon as wash cycle has finished. Do not soak.
- * Dry without delay. If left wet/damp in machine for extended period (longer than 2 hours) the vegan leather tab may bleed/stain on white/light colours.
- * Lie flat to dry in the shade.



Wear

- * Chemicals in sunscreens don't play well with fabrics - ensure sunscreen has soaked in and been washed from hands before putting on a hat.
- * Linen naturally softens with each wash and will crease a little. If you prefer a smooth look to your hat, use a clothing steamer or light warm iron on wrinkled areas.



Care

- * Heritage hats with cord in the brim (all big-kid and adult styles) are best stored hanging from a peg rail or hook at the brim (or by the ties with the brim lying flat against the wall), or lying flat with the brim spread out on the flat surface. This avoids the cord in the brim from kinking.
- * If it does kink (leaving it too long in a washing machine or washing basket will also cause it to curl), lie it flat on a hard surface (use a tea towel on a table-top or wooden floor - sometimes an ironing board is too soft) and use a medium-heat iron with medium-steam setting to press all around the edge of the brim to flatten. Reverse the hat and repeat on the other side. If you're concerned about the iron being too hot, use a thin tea towel in-between the hat and iron, or start on a lower setting and gradually increase the heat/steam until you get the desired result.



bedhead[®] *Asset Directory*



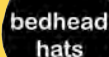
PRODUCT IMAGES

Whether you want a beautiful lifestyle image or a simple deep-etched product shot (with a white background), this catalogue is broken up into collections for ease of use. Each and every one of our products is shot from all angles so customers can see exactly what they're ordering. Ready and sized for use on your website and social media feeds.



HAT STANDS

Our simple and stylish timber hat stands are available for purchase to show off your stock! Available in two sizes – Baby (for legionnaire and small toddler buckets) and Kids (larger toddler buckets and kids hats), they particularly look great in staggered-height pairs to highlight new prints.



LOGOS

Why have one logo when you can have several? We have a few logo options to choose from for use on your website images including our famous sun, text only and in two colour options to cover all bases!



BARCODES

Every barcode for every product. Download an importable file for your POS and website. This file includes SKU, EAN, product descriptions, wholesale price and RRP.



SOCIAL MEDIA

Our social media pack features ready-to-use images for your social accounts and website. The pack includes Facebook headers, Instagram stories previewing new prints and lifestyle images. Don't forget to use our GIFS to stamp "new in store" or "in-store now" on your Stories! (Search bedheadhats in the GIF search bar).



CATALOGUES

Our beautiful seasonal catalogues have all our prints, colours, styles and sizes in one handy place! See our most recent Originals/Swim and Heritage catalogues in PDF form.



PRODUCT INFORMATION

VIDEOS

Wondering how to reverse the Heritage hats? The difference between a toddler bucket and a classic or ponytail bucket? Wondering the best way to keep everything looking good and new? Our videos have everything you need to know so you can educate yourself or direct your customers to get the best life out of their hats.



PRINTABLES

All of our fun activities, gift wrap, games, milestone cards, colouring-in sheets and more inspired by our prints, yearly initiatives and products. Great for adding as a gift with purchase for your customers, leaving for kids to do as an activity while in store, or just sharing on blogs and your socials.



Scan me!

Access all this great content by logging into your Bedhead hats account. The 'Asset Directory' can be found in the main menu.

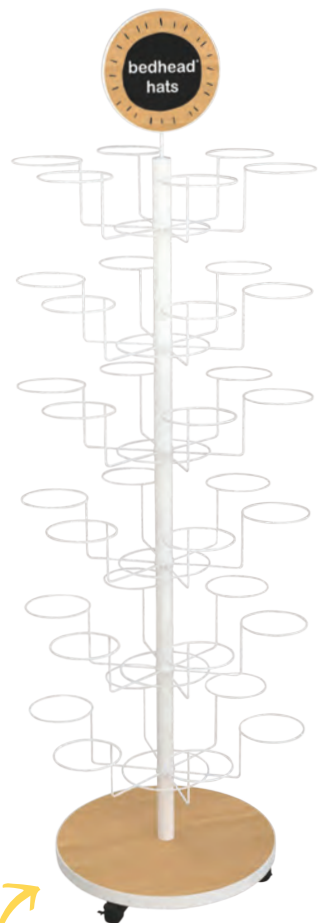
Visual Merchandising

We get it. Hats aren't the easiest thing to display in a store. But they do have the great advantage of being able to be displayed many different ways, ensuring creative, eye-catching vignettes or being added to existing store set-ups without detracting from other items. But visual merchandising is not just about making a product look pretty. It's about setting products out in such a way that customers can self serve should the need arise (such as a busy time in store) or simply because they prefer to do so. Here are some of the ways you could show off our hats in your beautiful shops and online stores.



How to

STYLE OUR HAT STANDS



FREE GIFT!

Our hats stands are free with orders over \$3000. With six removable layers holding six hat hoops, up to 144 hats can be displayed (we recommend no more than four hats in a stack.)



STYLE BY SIZE: Stick to stacks of the same collection in size order with the smallest sizes at the top; biggest at the bottom. We created two boyish stacks and two girlish stacks of Originals, and one each of Swim on each level in size order. For Heritage, the sizing ranges are quite vast over the collection. Depending on the styles you choose, keep similar sizes together and stack by style – ie, a top level could have the first two sizes of the flap hats and the bonnets, while the next four levels could have a stack of each style in the next four kids sizes. The bottom level can house the ladies hats with smaller sizes stacked on top of the larger ones if needed.

STYLE BY PRINT: Dividing the stand into boys and girls hats makes it visually easy for customers to shop, and that slight ombre style is always aesthetically pleasing. Legionnaires on top in size order, toddler buckets in the middle and kids buckets on the bottom. Keep Swim and Originals separate and label.

BY STYLE: Our Heritage range works well by style – each level can have a pile or two of each size in a mix of prints and solid colours.



STYLE BY COLLECTION: Got a bit of everything? Break it up into collections with Originals on the top two levels, Swim in the middle two and Heritage the bottom two. With some trial and error you'll be able to stack either by size or style - whatever makes sense to the amount of stock you have.

Top tip

Create harmony amongst the different prints by mixing the plain colours with prints.

How to

STYLE OUR TABLE-TOP HAT STANDS

✿ Create interest by giving the hat stands different heights. Already the smaller ball will be different in height to the larger one. But to vary heights even more, press the foam ball futher down onto the pole of the stand to make lower, or just a tiny bit for maximum height. Placing on a pile of books or display box will also create visual impact.

✿ Ensure hat sizes fit the correct ball size. The small balls are perfect for legionnaire and toddler bucket hats up to size 47cm. Bigger balls are for hat sizes 50cm and up. Anything outside these sizes can make the hat look ill-fitting which is not ideal for anyone!

✿ Stash some baskets with excess hats underneath the table these hat stands are on. Once the hats are noticed, they can peruse the baskets at their leisure without messing up your display. Group by age range (baby/kids/ladies) and label sizes.



✿ Pull the chin strap down and push the tags up into the hat to neaten the look. Tags on the back of the hat can be swung behind it for aesthetics. Too many tags can distract from the product.



✿ Use these hat stands to highlight fave products, most popular prints or to match items or a theme on the tabletop.


How to


STYLE A TABLETOP




FLATLAYS

A good flatlay just might entice a customer to buy the whole dang outfit! On tabletops or in window displays, an example of an outfit lets customers visualise how something might look – and a hat is always a great addition to an outfit.

 In-store displays can show a flatlay of our bonnets or baby flap hats slightly spread out to show off the range. The best shape is lying flat on their sides and slightly overlapping.

 Tabletop gift boxes are another way to encourage customers to buy multiple products. Baby gift boxes featuring a onesie, wrap or blanket, cute pair of socks, bonnet or hat, and a small toy or book make great one-stop baby-shower or new-baby gifts and look great laid out on a tabletop.



 These flatlays translate really well for social media – create a sweet outfit, themed gift box, or show us someone's order all laid out beautifully. A simple white background, plywood, linen sheet, floorboard or vinyl photography backdrop that suits your brand will make your products pop.




Top Tip

For social media, a go-to flatlay combo could be a cute top or bloomers, hat, shoes, knitted toy and topped off with a twig of eucalyptus or olive-tree branch.

How to STYLE A SHELF

HAT STACKS

Hat stacks are always one of the most popular posts in our Facebook and Instagram feeds. Our followers love a close up of a coordinating range of hats and to see the product with no other distraction – these are great to photograph for your own social media feeds. In a store, hat stacks are a great way to display the range of prints and colours available and are a nice shape to add interest, height and colour to a table or shelf display.

-  Pop something in the base hat to give the stack shape. A foam ball or even some fabric pushed up into the hat will ensure the rest of the hats sit nicely.
-  Hat stacks work best for our range of bucket hats: toddler buckets, classic/ponytail buckets in Originals and Swim, and our Heritage Wanderer, Explorer and Vacationer styles.
-  Take your time to get a nice flow with the hat prints/colours – our plain colours are a good way to break up possibly clashing prints/colours. If you have a unisex display, stick to hats that suit that theme. If you have a girls section, add a pile of girls hats, and another to the boys side.



Top Tip

Keep excess hats in a basket or on a hat stand if you have too many. Anything more than 15 hats in a pile can look a bit top-heavy and make it daunting to look through.

Buy it

Sometimes precious shelf space is taken up by other items, but our hats look great displayed vertically too! Here are a few ideas to take advantage of that wall space you have left over.

CONCERTINA HOOKS

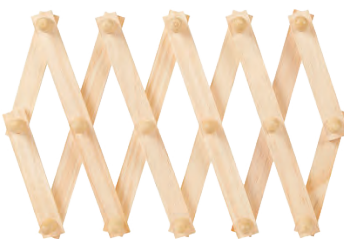
Affordable and good-looking, this wooden concertina pegrail has 16 hooks and is perfect for our Swim range! It would also look great displaying some of our Heritage hats, hanging bonnets and sweet accessories like a matching outfit, little bag or jewellery. Mix it up! Can be easily painted to suit your store's style.



TREE-STYLE WALL HANGER

To fill a tall vertical space on a wall, this tree-inspired wall hanger can be used alone for hats, scarves and bags, or stacked on top of each other for more height and storage.

Tjusig Hanger in black or white, \$20.00, Ikea.



Concertina 16-peg coat hook, \$10 Kmart.

CLASSIC WOODEN PEGRAIL

Pegrails are having a moment - they're popular in homes around the world for keeping organised. A great way for customers to see how storage could be done for similar items at home.

Mode Natural Pine Hook Board with 6 hooks, \$22.50, Bunnings.



Make it

Sometimes, store displays work best when you tailor them to suit your style and products! We love these simple but effective ideas for showing off our hats and other goodies in your store!

WALL HAT STAND

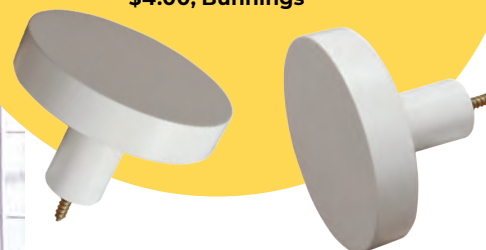
Not a lot of making, more hanging the wire mesh and pegging some hats to it! Our Originals and Swim ranges already come with plastic hooks on the top of the hats – perfect for hanging onto this grid to show off the range.

RapidMesh Panel, \$30.99, Bunnings.

Also try... DECORATED HOOKS

Large disc hooks can be painted, left bare or even decorated with cute little faces (a lion would be so adorable!). Hang an assortment on the wall and hang hangers from one, jewellery from another, a hat on one, bag on another etc.

Adoreed White Disc Hook, \$4.00, Bunnings



IDEA FROM A STOCKIST WHO GOT IT SO RIGHT

We love this ladder shelf at Sugar and Spice. Plenty of room for all hats to be seen and accessed, and a cute sign for the brand-aware.

HANGING BRANCH

A great shaped branch hung from the ceiling with rope is a sweet, unique way to show off some of your products. Tie some baby bonnets to the branch, hang a coathanger with a cute outfit or tie some wraps to it for au naturel style!