

# Hats Ooze Personality to Spice up the Sales Rack

Standout headwear reflects innovative knits and plenty of patterns and silhouettes

For 2013-14, it won't be hard to find a winter hat that screams, "Me!" Every silhouette possible is being used, including caps in five-panel, six-panel, trucker, and military styles (or hybrids) and knits with everything from metallic yarn to cashmere and mesh woven in. Fedoras are down, but wide-brim hats are in. Hats are also getting more technical attributes.

"When a hat is chosen on any given day, it is dedicated as a billboard for that person's style," says Coal Headwear's Jake Hansen. "It's part of you, your identity, and your lifestyle." With that in mind, rather than tossing out basic beanies with massive logos, Coal Headwear reaches for innovative styles in a palette of gossip-worthy fabrics like crushable wool felts, cashmere, ripstop, and mesh. Nobis' key pieces continue to feature chunky knits in earthtone colors but with less slouch, reflecting a slight shift toward a cleaner, urban look. FU-R balances the line between ultra fashion and fun, debuting more feminine colors and patterns, and graphics like flowers, beads, and leaves.

Embedded isn't just for the military. Helmet Band-its adds lighting, expanding its line of fur and faux-fur helmet bands by blending fun fashion and safety with a pleather light-up strip. Chaos features outers knit of high-performance yarns that may include high elasticity, technical liners, synthetic blends, Merino wool, or compact fine-gauge threads in glossy and matt mixes. The new Under Helmet Beanie fits snugly thanks to four-way stretch.

Screamer, as well as Chaos' Moon Shadow collection, focus on two-tone effects, double-knits with relief, structured facings, and geometric stitch combinations. Pistil's micro-prints and digital patterns are in line with what you'll see from most hat manufacturers for fall, while some, like Neff, shoot for optical illusions and asymmetrical geometrics embedded in deep-toned colors. And with an Olympic year on the horizon, Vermont Originals offers styles that nod toward the 2014 Winter Games in Sochi.

—Jill Adler



▲ Screamer Michelle



▲ Chaos Teapot



▲ Coal Headwear Stevens