



## VIZCAYA HAT, the genuine panama hat

Although its name would imply otherwise, the true panama hat is a product unique to Ecuador. That country began producing the panama hat as early as the 1600s, but did not actively export it until the early 1800s. At that time, the hats were sold primarily in Panamanian ports, resulting in travelers and merchants associating the fine quality and traditional workmanship with the elegant accessory. The very finest hats have a kind of visual purity, almost an aura or halo around them: It is all part of VIZCAYA HAT's reclamation of the traditional and distinguished design and manufacture of genuine panama hats.

The genuine panama hats designed and manufactured by VIZCAYA HAT in Ecuador are halos of distinction. The design and production of genuine panama hats in an updated, elegant, modern style that still holds the tradition that Humphrey Bogart, Gary Cooper, King Carlos IV, Winston Churchill, Prince Charles and Harry Truman found so appealing are still being crafted by traditional artisans committed to maintaining the quality and success of the VIZCAYA HAT family tradition.

## Spring 2003 Collection

Since their invention, men's hats have come and gone as status symbols, uniforms and fashion statements as well as being functional sport and protective headgear. Now haute couture, hats are specifically designed for the individual and are used to emphasize personal characteristics.

The VIZCAYA HAT Spring 2003 Collection spans all guises of hat statements, with one resounding similarity: the VIZCAYA HAT genuine panama hat, whatever the model or design, is a hat of distinction and the man wearing one can rest assured that he will be sporting the finest custom artisan quality elegance to be found.

VIZCAYA HAT's genuine panama hats transmit a distinctive statement through all the Spring 2003 collection's various designs and, while they are all styled for men of distinction, each one makes a different kind of impression.