

SIEISON®

AW-2022



STETSON®

A/W 2022

TIMELESSNESS NEVER GOES OUT OF STYLE

More than anything, the fall season represents a shift. Sunny days of summer are behind us and, as leaves begin to turn iridescent yellow and red, we begin to shift as well. We reach for the comfort of our warmest coat, grab a hot drink, and gather around the traditions of the season.

In collaboration with the Bayersiches
Nationalmuseum, Stetson is celebrating fall and
winter and how our culture has adapted to it
throughout history. We're commemorating that
special feeling when you put away your straw
hat and put on your wool caps, felt fedora, and
prepare for cooler days ahead.

(continued)

TIMELESSNESS NEVER GOES OUT OF STYLE

(continued)

Together we explore the history of fall and winter fashion, defined by comfort, warmth, and togetherness. Ranging from Scottish Tweed and leather newsboy caps to rabbit fur fedoras and wool bucket hats, you'll get a tangible glimpse into how Stetson style and quality has thrived for more than 155 years.

Things may have changed over the centuries, but the way we prepare for fall and winter has not. So, let's celebrate the timelessness of fashion. It's time to bundle up, put on your favorite Stetson, and embrace the new season.







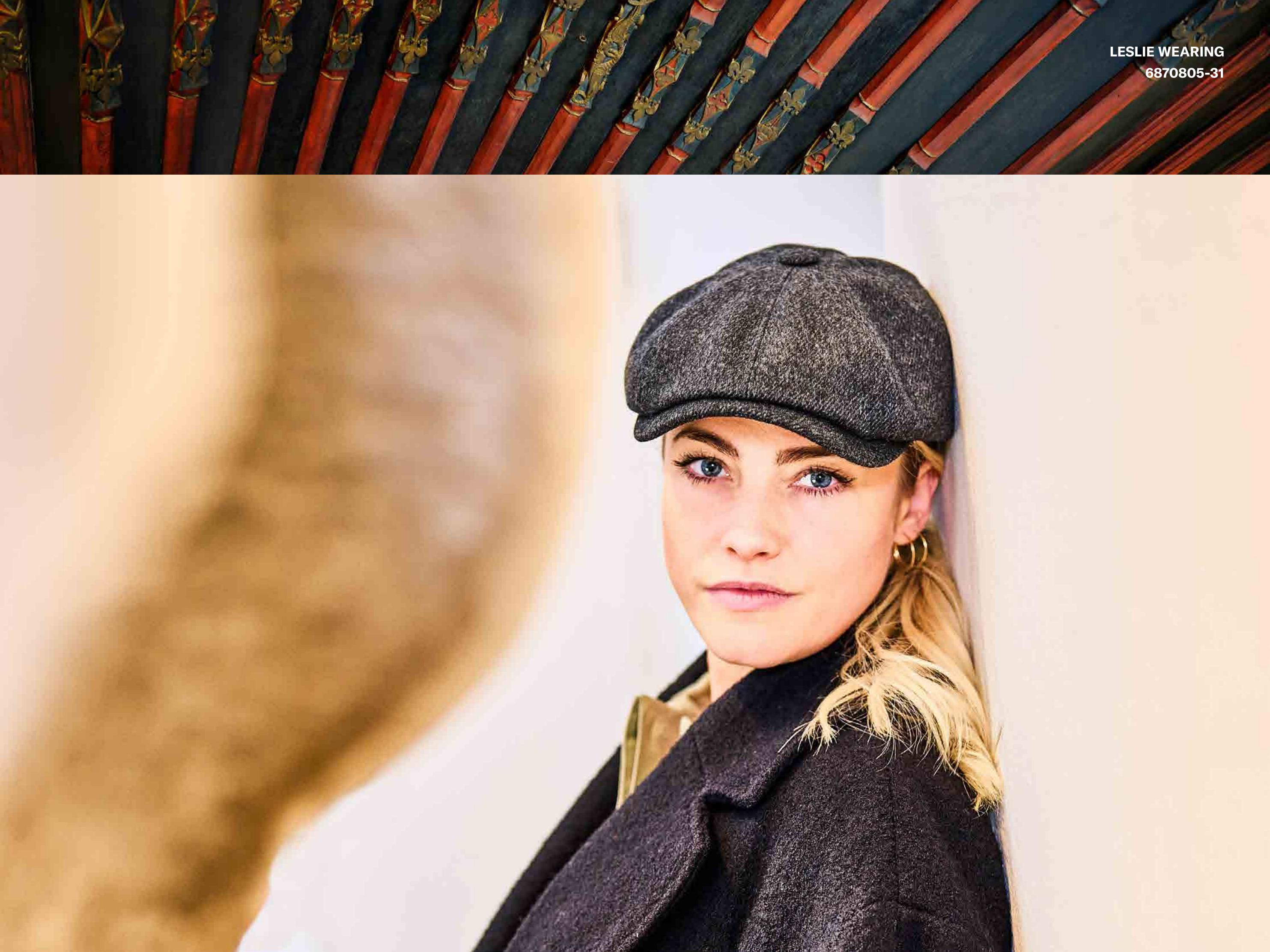




6874501-362 1998101-1 2598131-3









SHINING IN STYLE







2198139-76 6380808-31 2198136-1







ALL ABOUT CAPS







7790108-31 7761103-67 7721128-6













