

SPRING / SUMMER 2025

As it has since 1865, Stetson is an iconic brand that embodies the resourceful, authentic, adaptable and diverse core of the American spirit. A global leader in authentic lifestyle products, Stetson is committed to a heritage of craftsmanship and quality that communicates individuality and freedom. John B. Stetson's story of perseverance continues today, over 155 years later—ever evolving, yet timeless.

STETSON-FESTIVAL

For Spring/Summer '25, Stetson takes inspiration from outdoor music festivals—where a free-spirited attitude and statement-making style reign supreme. This season's headliners include summer-friendly straw hats, statement-making fedoras, lightweight bucket hats and heritage trucker caps, presented in a playful palette that evokes the unforgettable energy of your favorite FESTIVAL.

Cool styles for special moments are the flavor of Stetson's spring and summer 2025 capsule collection. But it gets dazzling, too. It's how you combine them that makes the difference: braided westerns, embroidery, airy bands, lightweight felts, outdoor toyo with bandana details, and glow-in-the-dark truckers are the perfect accoutrements for dancing away the day to the sounds of your favorite act, or enjoying an evening beneath the starry sky. The white, distressed denim and dark, abstract paisley in a washed-out discharge print not only provide sun protection at festivals, but also ensure a casual look around the clock. The multicolored cotton linings of the spring/summer 2025 capsule

collection create the perfect silhouette whether you're on stage or in the crowd. Recycled vinyl records feature in the branding, and the confetti in the hangtag has of course been designed with the environment in mind.

Fine silk and linen yarns offer up airy textures, while authentic workwear looks and heavy canvas meet summery lightness in the Heritage collection. Linen calls for stripes combined with sky-blue goat suede with a wonderful feel. Recycled fabrics and organic materials are the order of the day. Sophisticated functionality and a laid-back feeling combine for outdoors. The slender trout jacquard specially created for Stetson is not just for fishing, while sporty, casual styles are just the thing for golfing enthusiasts. Colorful panama, hemp, toyo, and even crochet underline the summer look. New westerns are always a must. Snazzy baseball caps complement versatile truckers, and there's a range of different scarves for cooler moments.

"A feeling of freedom and an unbridled zest for life" is how Sebastian Boekholt, Managing Director at Stetson Europe supplier Friedrich W. Schneider (FWS), describes the notion behind the spring/summer 2025 collection. "Stetson interprets this feeling in cool styles, with the courage to use color to underline your own look with the perfect accessory."

