



# CARKELLA

UNIQUE BRANDING *for* EXTRAORDINARY EXPERIENCES



2021 COLLECTION





# WELCOME TO CARKELLA

Carkella begins with the story of a real place: a sun-drenched estate on the banks of the Murrumbidgee River in Australia. As captivating as it is remote, this land inspires our imagination, our sense of wanderlust. And every time we leave Carkella, we’ve longed for a way to bring part of it with us.

Like Australia, our home in Colorado boasts some of the most gorgeous landscapes and unforgiving sun on the planet. Enjoying the natural beauty of both regions requires a respect for the elements and a wardrobe that reflects that thoughtful preparedness. At Carkella, our timelessly elegant hats embody the spirit of these breathtaking destinations. Their customizable emblems remind us of our favorite travels, while their easy-to-pack, sun-protective designs prepare us for the next great adventure.

## MAGNETIC ATTRACTION

Beyond photographs and memories, we relive our travels through objects that remind us of our favorite destinations. Our designs are crafted with such nostalgia in mind, embedding a hidden magnet in the trim of each hat. No matter the occasion—corporate retreats, family reunions, annual tournaments, luxury travel—you can now brand a wide range of experiences with custom magnetic emblems that attach to each hat.

These emblems solve many of the problems that arise with expensive and time-consuming private branding. First, by creating custom magnets that are physically detachable from each hat, you can mix-and-match a wider range of both hat and emblem styles for your diverse client base. Second, this interchangeable branding ensures the longevity of each hat, preventing the waste that is often created by one-time promotional materials. From evergreen gift stores to annual events, you’ll save both time and money through this flexible and sustainable strategy.







### FLEXI-WEAVE FABRIC

A revolutionary material that helps your hat retain its original shape. Perfect for stashing in your carry-on or handbag—it will spring back to life with just a bit of straightening and smoothing!

## LILY VISOR NEW

Perfect for cutting the glare of the bright afternoon sun. Flexi-Weave allows it to roll up small so you can keep it in your bag for handy and stylish sun protection.

4¼" brim. Velcro® adjustment. 100% polyester.  
Spot clean. Packable. One size.

**Style No: LILYM (020)**



### ROLL IT

Lay visor out flat, then roll up and secure with the elastic band







## FAIRWAY

The best adventures require the best gear. You can take this Flexi-Weave fedora anywhere and look great wearing it.

*2½" brim. Wind-resistant adjustable sizing. 100% polyester, exclusive of trim. Spot clean. Packable. Unisex: M/L 59cm and L/XL 61cm*

**Style No: FAIRM (029)**



## SYDNEY FEDORA

Show off your amazing sense of style in this modern take on the fedora. Classic styling juxtaposed with a multi-tonal weave creates a sophisticated and unique look.

*3" brim. Wind-resistant adjustable sizing. 100% poly-braid, exclusive of trim. Spot clean. Packable. M 58cm.*

**Style No: SYDFM (025)**



### HIDDEN MAGNET

The defining detail. Customize your Carkella hat with a wide range of interchangeable emblems, thanks to the magnet built into the trim.



#### UV PROTECTION FACTOR

All of our hats are designed to keep you safe from the sun in style. UPF 30+ blocks 96% of all UV rays. UPF 50+ blocks 97.5% of all UV rays.

## VICTORIA

A tried-and-true hat made of our ultra-lightweight poly-straw material. The upturned brim and rounded crown flatters everyone. Fully lined, it earns our coveted UPF 50+ rating.

*3½" brim. Wind-resistant adjustable sizing. 100% poly-straw. Handwash cold. Packable. M 58cm.*

**Style No: VICM (025)**



## PALM BEACH

This wide-brimmed Flexi-Weave fedora is crushable, comfortable and classic. Perfect for a long weekend away, the Palm Beach can be stashed in your bag or carry-on and then quickly reshaped.

*2¾" brim. Wind-resistant adjustable sizing. 100% polyester, exclusive of trim. Spot clean. Packable. Unisex. M/L 59cm and L/XL 61cm.*

**Style No: PLMBCHM (029)**





## SIGNATURE EMBLEMS

In addition to customized emblems, we also sell ready-made designs inspired by popular travel destinations. To create your own design, contact [info@carkella.com](mailto:info@carkella.com).

### 1-SIDED DESIGNS



Style No: BDG-CA1-BR (2-5)



Style No: BDG-NP1-ELK (2-5)



Style No: BDG-HI1-HBS (2-5)



Style No: BDG-FSH1 (2-5)



Style No: BDG-NY1-NYC (2-5)



Style No: BDG-GLF1 (2-5)

### 2-SIDED DESIGNS



Style No: BDG-CO2-MTN (3-5)



Style No: BDG-FL2-PCD (3-5)



Style No: BDG-US2-USA (3-5)

## SALES REPRESENTATIVES

### HI

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Robin & Sandy Roberts  
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C-Sandy: (828) 371-0444  
E: [rtwosales@gmail.com](mailto:rtwosales@gmail.com)

## INTERNATIONAL DISTRIBUTORS

### Canada

Donald W. Maier  
Modinno Enterprises  
P: (604) 760-8265  
E: [donmaier@modinno.com](mailto:donmaier@modinno.com)

### England

Lisa Jackson  
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E: [sales@wallarohats.co.uk](mailto:sales@wallarohats.co.uk)

### Mexico

Paulina Garcia  
Sol Protector  
P: +52 (33) 38171154  
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## PACKING

The hangtag on each hat describes the proper packing technique.



### TACO FOLD

Fold in half gently, do not crease



### ROLL IT

Lay flat, roll and secure with elastic



### PACK FULL

Fill the crown with socks and scarves

## SIZING

In addition to available sizes, every hat can be adjusted for comfort and windy conditions through our internal elastic-clip system or Velcro® closure.



### ELASTIC CLIP

A custom fit for comfort and wind-resistance



### VELCRO®

Peel and stick for the best fit

## CARE INSTRUCTIONS

Please remove magnetic emblem before washing.



### SPOT CLEAN

Wipe with a damp cloth, dry on low heat



### HANDWASH COLD

Use cold water and mild liquid soap

SHOP, WATCH & LEARN AT  
**CARKELLA.COM**

## FLOOR STAND

Give each hat room to breathe with this elegant Carkella floor stand. 360° spinner base, 24 hat hooks and a mirror panel on both sides.

16" base, 78"H.

**Style No: CARKFS (195)**



## SIZING

CM	IN	UK	US	GENERAL
54	21 $\frac{1}{4}$	6 $\frac{5}{8}$	6 $\frac{3}{4}$	XS
55	21 $\frac{5}{8}$	6 $\frac{3}{4}$	6 $\frac{7}{8}$	S
56	22	6 $\frac{7}{8}$	7	S/M
57	22 $\frac{1}{2}$	7	7 $\frac{1}{8}$	M
58	22 $\frac{7}{8}$	7 $\frac{1}{8}$	7 $\frac{1}{4}$	M/L
59	23 $\frac{1}{4}$	7 $\frac{1}{4}$	7 $\frac{3}{8}$	L
60	23 $\frac{5}{8}$	7 $\frac{3}{8}$	7 $\frac{1}{2}$	L/XL
61	24	7 $\frac{1}{2}$	7 $\frac{5}{8}$	XL

# CARKELLA

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## PARKER

Our signature ultra-lightweight poly-straw fabric has consistently been a bestseller. The knitted weave is breathable and comfortable, ready for all-day wear.

*3" brim. Wind-resistant adjustable sizing. Cotton lining. 100% poly-straw, exclusive of trim. Spot clean. Packable. M/L 59cm and L/XL 61cm.*

**Style No: PARKM (027)**



*Suede*

