

Serratelli

HAT COMPANY



A FAMILY LEGACY SINCE 1878
PROUDLY MADE IN THE U.S.A.



GENERATIONS OF EXCELLENCE

A family legacy since 1878. Proudly made in the U.S.A.

For five generations, the Serratelli family has been in the business of hats. My great-great grandfather arrived from Italy more than 100 years ago with hardly a cent to his name. He dreamed of something purely American: A father-and-son company that could stand the test of time.

When he and my great-grandfather started P. Serratelli & Son, they quickly became the experts in sourcing the raw materials that created the finest fur and felt hats.

Today, we create Western hats the same way they were made more than a century ago. We are so confident in our heritage that we boldly place our name inside every hat we make. We do it by hand, shaping, cutting, stamping and finishing in the same workshop that my family built, embodying more than a century of heritage and experience.

It is this single, unwavering commitment to tradition and excellence that inspires every artisan with us today. More than 50 pairs of hands prepare each hat before it leaves our doors, and I am proud to say that many of those artisans have worked with us for more than a decade. Their longevity is

the result of a positive workplace, inviting them to pour their years of expertise into every single hat we craft for you. Pleasure in the job puts perfection in the work.

Personally, my experience in the hat industry has been a remarkable journey—working for my father, I learned how to bring materials together to create the finest

fur and felt hats in the world. My joy lies in fashioning hats that will endure, hats of such exceptional quality that they can be handed down to the next generation.

Serratelli Hat Company is a generational company crafting generational products. I look forward to handing down this company, with the same work ethic and the entrepreneurial spirit, to my family.

As the fifth generation prepares to carry on our proud traditions and build on the foundations of our forefathers, we extend our commitment to the simple truths of business, treat people well and make something great.

Thank you,

Dean Serratelli





EXOTICS

*Introducing a new line of cowboy hats crafted from
the finest and rarest materials available.*



THE 1878

Color: NATURAL (NA)

The 1878 is a tribute to the Serratelli legacy and the ultimate collector's piece. Crafted from 90% silver belly American beaver and 10% chinchilla with a 100% American whitetail deerskin sweatband, The 1878 combines comfort and luxury. Each hat is housed in a handcrafted American beaver tail leather case, with only five collectors edition sets available.

Key details include a sterling silver buckle with 18KT gold detailing, a VS diamond, and an engraved edition number designed by renowned jeweler Nick Cunningham. Accompanied by a sterling silver and 18KT gold "S" pin, a certificate of ownership, and a lifetime warranty personally signed by Dean Serratelli.



AMERICAN BEAVER

Color: NATURAL (NA)

Embodying the spirit of the American West, the hats are made from 100% American beaver, selected from the coldest climates in the contiguous United States to ensure resilience and element resistance. The fur blend features a butter smooth finish with a classic natural color.

Designed for everyday wear or refined occasions, each hat blends durability with elegance, standing as a testament to craftsmanship that endures through time and wear.



CANADIAN BEAVER

Color: NATURAL (NA)

Known for its density and durability, the hats are made from 100% Canadian beaver, offering exceptional water-repellent qualities. Sourced from the coldest Canadian climates, the natural color and balanced weight deliver optimal comfort and enduring style.

The Pure Canadian Beaver hat is perfect for all-weather wear, seamlessly combining resilience with refined craftsmanship.



PATAGONIA HARE

Colors: BORDEAUX (BD), NAVY (NV)

Crafted from 100% Patagonia hare, a rabbit-like animal from Patagonia, this hat offers a balance of luxury and resilience. The natural fibers create both a stiff structure and velour texture. The hat delivers softness and strength for versatility across various climates.



SEEN IN MIST GREY (MG)

ORYLAG

Colors: CLOUD (CL), MIST GREY (MG), PLATINUM (PT)

Crafted from 100% Orylag, a French rabbit, each hat embodies true rarity with a fur that is no longer available worldwide. Our generations of expertise in sourcing premium raw materials secured the only 150 western Orylag hat bodies.

The limited edition hats highlight the Orylag's natural white fur with three colors designed to best showcase the material's pure color. With unique softness and rich texture, Orylag offers a one-of-a-kind velveteen feel.

ADDITIONAL
COLOR
OPTIONS



CLOUD (CL)



PLATINUM (PT)



CASHMERE

Color: WALNUT GRIZZLY (WN)

Crafted from a luxurious blend of 80% cashmere and 20% rabbit, each hat combines the finest qualities of both materials. The cashmere, renowned as the finest wool, provides a firm shape, while the rabbit enhances the texture for a soft feel. Together, they create an angora-like finish to showcase the cashmere-rabbit blend.

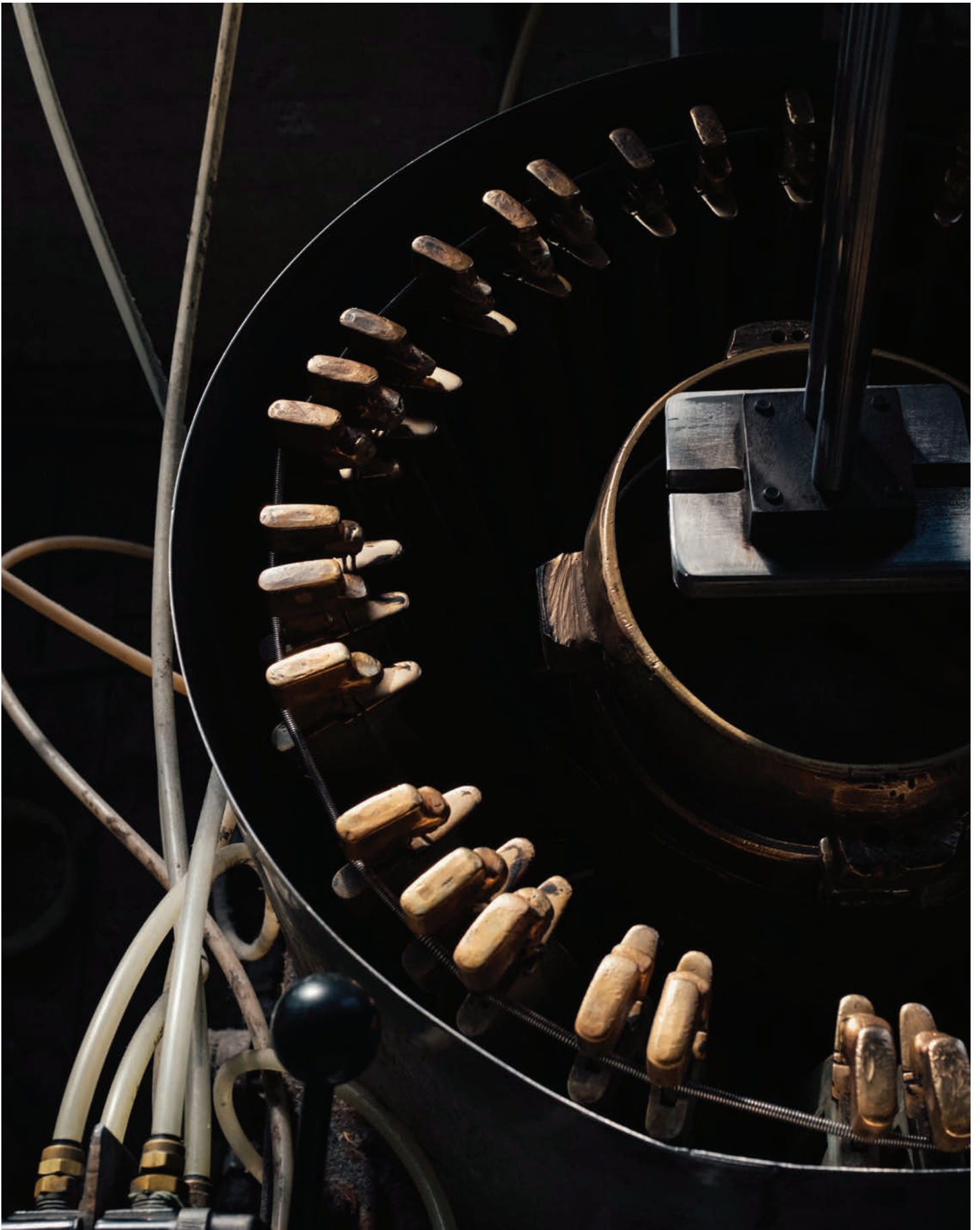


MERINO WOOL & CAMEL

Color: DESERT (DT)

Crafted from a blend of 90% ultrafine Merino wool and 10% camel, each hat features the unique texture that balances the Merino wool's natural coarseness with the soft, fine touch of camel fur. The camel fur ultimately enhances feel while adding a furry and rugged, yet refined, look.





100X PURE BEAVER



Buckles



Liner



Sweatband



Colors



100X PURE BEAVER

40X FUR FELT



Buckle



RANCHER

Liner



SERRATELLI GOLD PAISLEY JACQUARD

Sweatband



SERRATELLI GOLD THREAD GENUINE GOAT LEATHER

Darks



BLACK (BK)



CHARCOAL (CC)



CHOCOLATE (CH)



NUTMEG (NM)

Pastels



NATURAL (NA)



SILVER BELLY (SB)

40X FUR FELT



ROCKER STEINER
Bareback Rider

20X FUR FELT

Buckles



Liner



Sweatband



Darks



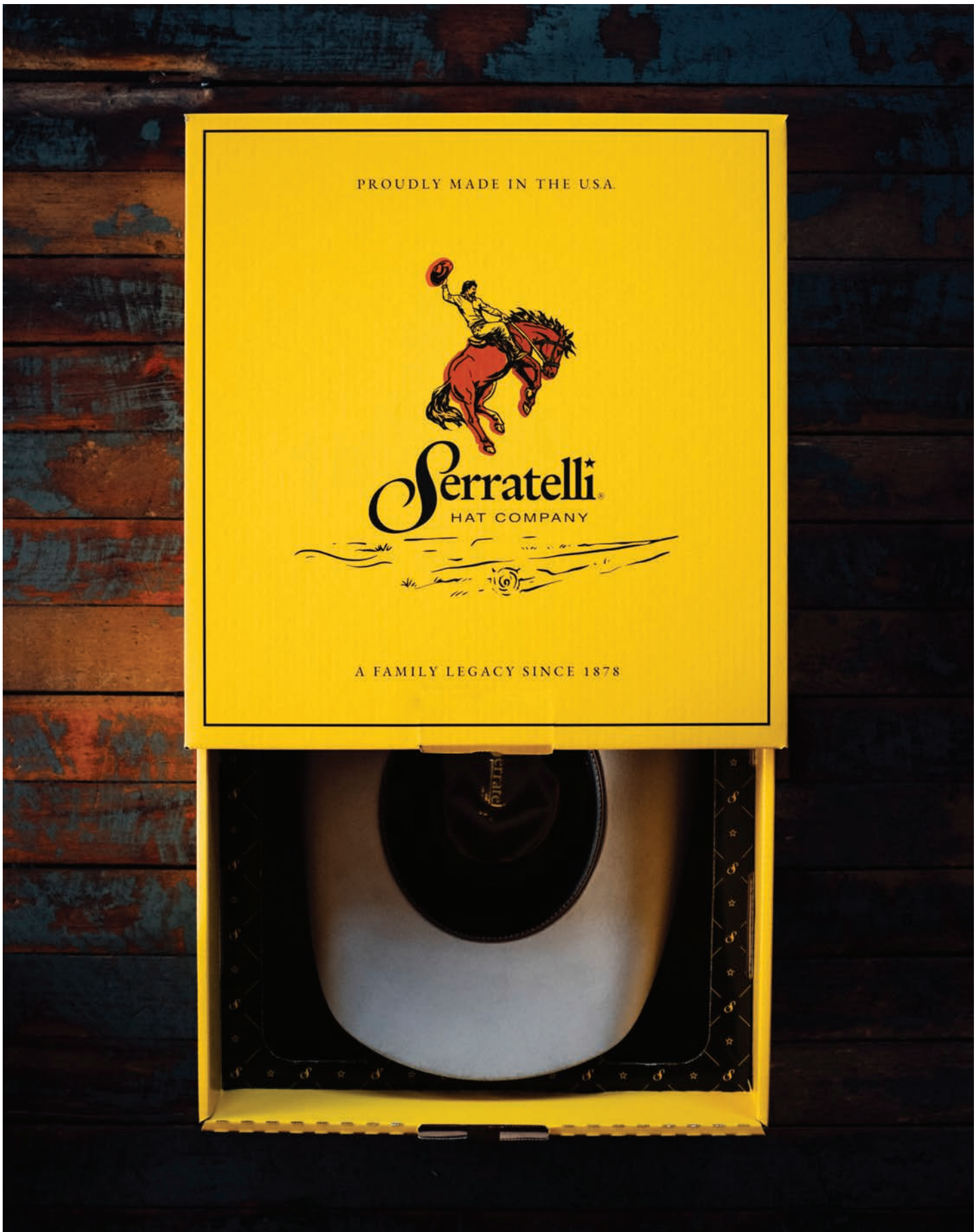
*ALSO AVAILABLE IN SUEDE

Pastels



20X FUR FELT







SERRATELLI GOLD BOX

*The First-of-its-Kind Hat Box
with a Sliding Drawer*

SHIPPED WITH 20X & HIGHER

KEY FEATURES:

- Drawer access
- Sturdy design for long-term storage and accessibility, even when stacked
- Interior frame to keep hat in place





NICK LUCIANO

10X FUR FELT

Buckles



Liner



Sweatband



Darks



Pastels



8X FUR FELT

Buckles



Liner



Sweatband



Darks



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



Pastels



8X FUR FELT





BRODY WELLS
Saddle Bronc Rider

6X FUR FELT

Buckles



Liner



Sweatband



Darks



*ALSO AVAILABLE IN GRIZZLY
*ALSO AVAILABLE IN JUNIOR



*ALSO AVAILABLE IN GRIZZLY



*ALSO AVAILABLE IN GRIZZLY



*ALSO AVAILABLE IN GRIZZLY



Pastels





5X & 4X FUR FELT

Buckles



Liner



Darks



Pastel*



*ONLY AVAILABLE IN 4X

PURE WOOL

Buckle



Darks

- BLACK (BK)
- CHOCOLATE (CH)
- GRANITE (GT)
- MINK (MK)
- PECAN (PE)

Pastels

- DARK BELLY (DB)
- DESERT (DT)
- SILVER BELLY (SB)

*SEE PRICE LIST FOR
ADDITIONAL COLORS

4X & 5X FUR FELT

PURE WOOL

STEP 1: SELECT BRIM CODE

STEP 2: SELECT CROWN CODE

STEP 3: COMBINE BRIM + CROWN CODES

EX: **F** (FLAT BRIM) + **O** (OPEN CROWN) = **FO**



FLAT
CODE: F



100A
CODE: 1A



NORTENO
CODE: N



SHOVEL
CODE: S



ENTRE
CODE: E



WIDE SHOVEL
CODE: W



OUTBACK
CODE: K



CALI
CODE: C



ROLL BRIM
CODE: RL





OPEN
CODE: O
HEIGHT: 6"



AMISH
CODE: A
HEIGHT: 5 1/2"



HERITAGE
CODE: H
HEIGHT: 4 1/2"



MULTI
CODE: M
HEIGHT: 4 1/2"



PUNCHY
CODE: P
HEIGHT: 5"



III
CODE: 3
HEIGHT: 4 3/8"



IX
CODE: 9
HEIGHT: 4 5/16"



V
CODE: 5
HEIGHT: 4 3/16"



L CROWN
CODE: L
HEIGHT: 5"



J CROWN
CODE: J
HEIGHT: 4 3/4"



IV
CODE: 4
HEIGHT: 4 1/2"



BRICK
CODE: 6
HEIGHT: 4 1/8"



NEVADA
CODE: 7
HEIGHT: 4 1/8"



OUTBACK
CODE: K
HEIGHT: 3 7/8"



C CROWN
CODE: C
HEIGHT: 3 7/8"



GUS
CODE: G
HEIGHT: 6"



		Color Code	1/4" 2 Ply	3/8" 4 Line (Bound)	5/8" 6 Line (Bound)	7/8" 9 Line
	BLACK	BK	X	X	X	X
	CHARCOAL BROWN	CB		X	X	X
	BROWN	BR		X	X	
	WHISKEY	WK		X	X	X
	COFFEE	CF		X	X	
	WALNUT	WN		X	X	
	STEEL	ST		X	X	X
	SILVER BULLET	SB		X	X	X
	NATURAL	NA		X	X	
	ANTIQUE WHITE	AW		X	X	
	WHITE	WT		X	X	
	PLATINUM	PT		X	X	X
	GREY	GR		X	X	
	PEWTER	PW		X	X	
	GRANITE	GT		X	X	X
	PURPLE DELPHINIUM	DP		X	X	
	BLUE BIRD	BB		X	X	
	BLUE	LB		X	X	
	TURQUOISE	TQ		X	X	
	APPLE GREEN	AG		X	X	
	SPRING MOSS	SM			X	
	PISTACHIO	PO		X	X	
	MAIZE (YELLOW)	YL		X	X	
	TORRID ORANGE	TO		X	X	
	RED	RD		X	X	
	LIGHT PINK	LP		X	X	X

ADD-ONS: **BOUND EDGE** OR **DOUBLE BOUND EDGE**



Serratelli

HAT COMPANY

A FAMILY LEGACY SINCE 1878
PROUDLY MADE IN THE U.S.A.

serratellihatcompany.com