

A row of wooden hat forms, likely used for shaping hats, is shown in a workshop setting. The forms are arranged in a line, receding into the background. The lighting is warm and focused on the forms, creating a sense of depth and craftsmanship.

Serratelli[★]

HAT COMPANY

Over 100 Years of Tradition. Proudly Made in the USA.

www.serratellihatcompany.com | customerservice@serratellihatcompany.com



A FAMILY LEGACY

Over 100 Years of Tradition. Proudly Made in the USA.

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



PRODUCT UPDATES

Effective August 2024

100X PURE BEAVER

COLORS



BLACK (BK)



SMOKE (SK)



NATURAL (NA)



WALNUT (WN)

BUCKLES



EL COMANDANTE



SANTA FE

40X FUR FELT

DARKS



BLACK (BK)



CHARCOAL (CC)



CHOCOLATE (CH)



NUTMEG (NM)

PASTELS



NATURAL (NA)



SILVER BELLY (SB)

BUCKLE



RANCHER

NEW FEATURES

Effective August 2024

CROWNS



PUNCHY
CODE: P
HEIGHT: 5"

LINERS



4X, 5X
SERRATELLI GOLD
BLACK LINER



6X, 8X, 10X
SERRATELLI GOLD
DUAL-TONE LINER



20X, 40X, 100X
SERRATELLI GOLD
PAISLEY JACQUARD LINER

20X & HIGHER



L CROWN
CODE: L
HEIGHT: 5"



SWEATBAND
SERRATELLI GOLD THREAD
GENUINE GOAT LEATHER



BOX
SERRATELLI GOLD
DRAWER DESIGN

PURE BEAVER



BUCKLE



COLORS



BLACK (BK)



SMOKE (SK)



NATURAL (NA)



WALNUT (WN)





BUCKLES



ABILENE



SALINAS

DARKS



BLACK (BK)



CHOCOLATE (CH)



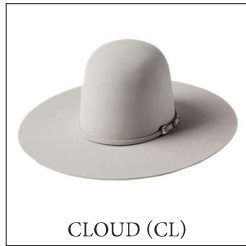
WALNUT (WN)

**ALSO AVAILABLE IN SUEDE*

PASTELS



BUCKSKIN (BU)



CLOUD (CL)



CREAM (CM)



NATURAL (NA)



SILVER BELLY (SB)



WHITE (WT)

20X FUR FELT

10X FUR FELT

DARKS



BLACK (BK)



BK CHERRY (BC)



CHARCOAL (CC)



CHOCOLATE (CH)



GRANITE (GT)



MINK (MK)



DARK NAVY (DN)



NUTMEG (NM)



PECAN (PE)

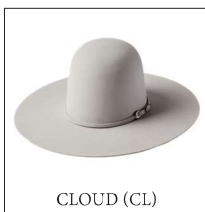


WALNUT (WN)

PASTELS



BUCKSKIN (BU)



CLOUD (CL)



CREAM (CM)



DARK BELLY (DB)



DIRT (DR)



SAND (SD)



SILVER BELLY (SB)



STONE (ST)



WHITE (WT)



BUCKLES



BOSS



EL CAPITAN



WACO







LIBERTY



PHOENIX



VEGAS

BUCKLES

DARKS



BLACK (BK)

*ALSO AVAILABLE IN 5" BRIM
*ALSO AVAILABLE IN VELVET



BK CHERRY (BC)

*ALSO AVAILABLE IN VELVET



CHARCOAL (CC)

*ALSO AVAILABLE IN VELVET



CHOCOLATE (CH)



GRANITE (GT)



MINK (MK)

*ALSO AVAILABLE IN VELVET



DARK NAVY (DN)



NUTMEG (NM)

*ALSO AVAILABLE IN 5" BRIM



PECAN (PE)



WALNUT (WN)

PASTELS



BUCKSKIN (BU)



CLOUD (CL)



CREAM (CM)



DARK BELLY (DB)



DIRT (DR)



SAND (SD)



SILVER BELLY (SB)

*ALSO AVAILABLE IN 5" BRIM



STONE (ST)

*ALSO AVAILABLE IN 5" BRIM



WHITE (WT)

8X FUR FELT

6X FUR FELT

DARKS



BLACK (BK)

**ALSO AVAILABLE IN 5" BRIM
ALSO AVAILABLE IN JUNIOR



BK CHERRY (BC)



CHARCOAL (CC)



CHOCOLATE (CH)

**ALSO AVAILABLE IN 5" BRIM*



GRANITE (GT)



MINK (MK)



DARK NAVY (DN)



NUTMEG (NM)



PECAN (PE)



WALNUT (WN)

**ALSO AVAILABLE IN 5" BRIM*



BUCKSKIN (BU)



CLOUD (CL)



CREAM (CM)



DARK BELLY (DB)



DIRT (DR)



SAND (SD)



SILVER BELLY (SB)



STONE (ST)



WHITE (WT)

**ALSO AVAILABLE IN 5" BRIM*

PASTELS



BUCKLES



BEAUMONT



LATIGO



BUCKLES



REMINGTON (5X)



CLAYTON (4X)

COLORS



BLACK (BK)



CHOCOLATE (CH)



GRANITE (GT)



MINK (MK)



PECAN (PE)

**5X AND 4X NOT AVAILABLE IN PASTELS AT THIS TIME.*

5X & 4X FUR FELT

PURE WOOL

DARKS



BLACK (BK)



BURGUNDY (BG)



CHOCOLATE (CH)



GRANITE (GT)



MINK (MK)



PECAN (PE)



RED (RD)

PASTELS



BONE (BO)



DARK BELLY (DB)



DESERT (DT)



PLATINUM (PT)



SILVER BELLY (SB)

BUCKLE



MESA

ADDITIONAL COLORS (NOT PICTURED)

- MAGENTA.....(MT)
- OLIVE.....(OL)
- PINE.....(PI)
- PLUM.....(PL)
- PURPLE.....(PR)
- RAISIN.....(RA)
- ROYAL BLUE.....(RB)
- SAGE.....(SG)
- YALE BLUE.....(YB)

ADDITIONAL COLORS (NOT PICTURED)

- ANTIQU WHITE... (AW)
- LAVENDER.....(LV)
- LIME GREEN.....(LG)
- ORANGE.....(OR)
- PINK.....(PK)
- PISTACHIO.....(PC)
- YELLOW.....(YE)



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



BRIMS



OPEN
CODE: O
HEIGHT: 6"



AMISH
CODE: A
HEIGHT: 5½"



HERITAGE
CODE: H
HEIGHT: 4 ½"



III
CODE: 3
HEIGHT: 4¾"



IX
CODE: 9
HEIGHT: 4⅝"



V
CODE: 5
HEIGHT: 4⅜"



MULTI
CODE: M
HEIGHT: 4 ½"



J CROWN
CODE: J
HEIGHT: 4 ¾"



IV
CODE: 4
HEIGHT: 4½"



BRICK
CODE: 6
HEIGHT: 4¾"



NEVADA
CODE: 7
HEIGHT: 4¾"



OUTBACK
CODE: K
HEIGHT: 3¾"



C CROWN
CODE: C
HEIGHT: 3¾"



GUS
CODE: G
HEIGHT: 6"

CROWNS



		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



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