

Adults  
Range Edit

Heritage  
by bedhead®

SPRING//SUMMER 2023

# Heritage

by bedhead®

Made from 100% linen, reversible and in colours and patterns on the more muted side, Heritage was created for those who appreciate a big dose of style with their sun protection, those who crave a little more for their money, and those who make conscious purchases with the environment in mind. A slightly yesteryear style with modern flavour, Heritage is popular with our style-savvy, eco-conscious customers.



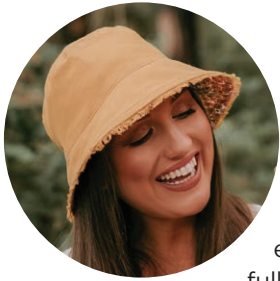
## ECO-FRIENDLY LINEN FABRIC

The immense popularity of linen is not without reason. A natural, hardy fabric with great texture and softness, its ability to self-cool in summer and warm in winter makes it the ideal hat fabric. Linen is recyclable, biodegradable, hypoallergenic and antibacterial. A bonus: linen's manufacturing process is the most eco-friendly option - flax, from which linen is woven, is grown without the use of pesticides or water other than rainwater, requires little energy to process, and can be used in its entirety, leaving no waste.



## PROTECTIVE AND DESIGNED FOR AUSSIE CONDITIONS

Designed by Australians to suit the Australian climate, Bedhead's Heritage collection features wide brims to shield eyes and faces from the harsh sun and year-long glare. The lightweight nature and self-cooling features of the linen fabric ensure adequate protection without the extra heat. The Heritage range has been tested in accordance with AS/NZ 4399 and all styles have been rated UPF50+ excellent protection just like the rest of our collections.



### **TWO-IN-ONE REVERSIBLE STYLE**

For those who love a little versatility in their life, the entire Heritage range is fully reversible, with one of the range's solid colours on one side, and a pattern in coordinating colours on the other. All adjustable ties are able to be pulled through on the reverse, resulting in two fully functional hats in one.



### **LIGHT AND COOL**

Despite two layers of fabric for the reversibility, the Heritage range is incredibly lightweight, soft and cool on heads. The hats are so light, you won't even notice you're wearing one, making Heritage ideal for those who don't love hats but know they need to wear one.



### **ANTI-FLOP BUT STYLISH BRIMS**

Famous for our non-floppy brims, we've designed this range to be a little more flexible while still anti-flop. The woven interfacing and thin cord edges of the hats provide protection with a little less rigidity for a slightly softer look. All styles have more than the recommended sun-safe brim lengths.



### **CLASSIC COLOURS AND TIMELESS PRINTS**

We've looked to the world around us for the Heritage palette - moss greens, mustards, stones, dusty pinks and inky blues feature in the base range, while classic stripes, ever-popular florals and hits of nature inspire the patterns. It's a classic aesthetic that appeals to women (and men!) with a range of tastes. It's also popular amongst the matchy-family set with all prints available in baby and children's hats for coordinating style.



### **ADJUSTABLE STYLES FOR EVERYONE**

You can't get a better fitting hat than one you can custom size! All adult Heritage styles feature adjustable elastic ties or buckles at the back that allow the hat to span up to five centimetres in size. The adjustability also keeps adult hats in place, so no need for a chin strap.



### **IT'S ALL ABOUT THE DETAILS**

From classically neat stitching to frayed edges, metal buckles and ties for adjusting, and cleverly concealed cord to keep brims from flopping, our Heritage range is full of small but special details. One more style surprise: a button-up vegan leather "return-to" label that keeps personal details a secret until needed.



If I've learnt anything in my 12+ years in business, it's to adapt! Bedhead began when I struggled to find a hat to fit my outdoorsy newborn – so I designed and sewed one. A decade later, it was my turn. A serious green thumb with a huge acreage meant a stylish hat worthy of a hat designer was in order – and so our Vacationer Sun Hat was born: classic shaped, light and breezy, reversible for a two-in-one and oh so stylish. I soon realised I much prefer to wear my hair up, but my need for messy buns didn't really gel with my passion for sun safety: what hat could possibly look good on a top knot? Up for a challenge, I designed the Wide-Brimmed Visor – a game changer in many women's lives we've discovered! And just for fun, the Frayed Edge Bucket was designed to round out a proper adult's collection which debuted to the world last year with great success. It takes time, testing, feedback and tweaks to get something right. And while we're forever looking ahead to what we can do next, we're so happy with where we are now. Our practical and pretty range of adult hats allow you to enjoy the great outdoors safely and stylishly. To role model sun-safe behaviour for children. Or simply finish off an outfit with a dash of colour and pattern. We hope you love the collection.

 *Richelle*  
Bedhead CEO

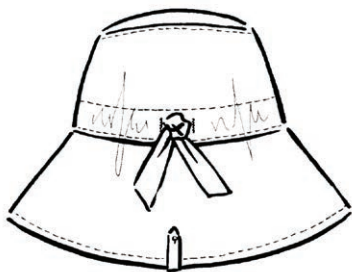
## SIZING INFORMATION

All hats in our adult's Heritage collection are adjustable. Buying the right size online can be tricky for customers, so outline these top tips to finding the right size.

1. Measure where a hat sits on your head. The head circumference in relation to hats is from the nape of the neck up to where your hairline meets your forehead.
2. For the best fit, choose a hat where the head size is bigger than the smallest of the size range. For example, if the head measures 54cm, choose the Small which has a size range of 52-56cm.
3. Take into account how much hair and how it is worn and adjust your head size slightly to accommodate that. The middle of the size range is ideal to adjust for how you wear your hair, as well as any errors in measuring, and any shrinkage (linen naturally creases and shrinks a little after a wash, but relaxes with wear - like jeans!). On the cusp? Grab the bigger size so you can pull the size in to fit perfectly.

*Vacationer*

**LADIES SUN HAT**



A beautifully shaped, non-floppy and protective hat that adjusts at the back for the perfect fit and minimal movement! It's a classic two-in-one style with great coverage that suits pretty much everyone!

SIZE	CIRCUMFERENCE
S	52 - 56 CM
M	56 - 60 CM
L	60 - 64 CM
XL	64 - 68 CM

*Voyager*

**WIDE-BRIMMED VISOR**

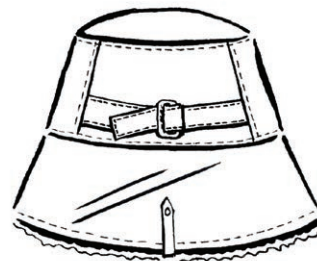


Our open-topped visor protects faces and shoulders, while allowing hair to remain up in a bun or ponytail. It can also accommodate a hijab or other religious headcovering. The ties pull the hat into place for a custom fit.

SIZE	CIRCUMFERENCE
S	52 - 56 CM
M	56 - 60 CM
L	60 - 64 CM
XL	64 - 68 CM

*Traveller*

**ADULTS FRAYED BUCKET**



A unisex style that will suit all members of the family. An adjustable buckle at the back keeps hats in place and at the right size, while the frayed edge gives a little casualness to the classic style.

SIZE	CIRCUMFERENCE
S	52 - 56 CM
M	56 - 60 CM
L	60 - 64 CM
XL	64 - 68 CM

# Spring

When you're onto a good thing, why change it?  
Florals and stripes are the biggest sellers in our  
Heritage range – so we've designed some beautiful  
new versions in popular colourways as well as  
brought back a sell-out print from a couple of  
seasons ago.

AVAILABLE AUGUST 2023.



MALLEE // MOSS



**THIS PAGE:**

**FLAP HAT**

HE-FH262 / Sizes XXS - M

**ADULTS FRAYED BUCKET HAT**

HE-FB270 / Sizes S - XL

**LADIES WIDE-BRIMMED VISOR**

HE-VS269 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**

HE-LD268 / Sizes S - XL

POPPY // ROSA



**THIS PAGE:**  
**LADIES WIDE-BRIMMED VISOR**  
HE-VS269 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**  
HE-LD268 / Sizes S - XL



**ADULTS FRAYED BUCKET HAT**  
HE-FB270 / Sizes S - XL



FARAH // FLAX

**THIS PAGE:**  
**LADIES SUN HAT**  
 HE-LD268 / Sizes S - XL  
**RUFFLE BONNET**  
 HE-BR266 / Sizes XXS - M

*Also available in...*



**ADULTS FRAYED BUCKET HAT**  
 HE-FB270 / Sizes S - XL



**LADIES WIDE-BRIMMED VISOR**  
 HE-VS269 / Sizes S - XL



*Reversible*

MELODY // MAIZE



**THIS PAGE:**  
**ADULTS FRAYED BUCKET HAT**  
HE-FB270 / Sizes S - XL

*Also available in...*



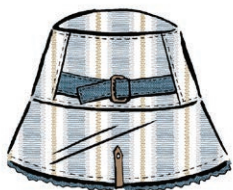
**LADIES SUN HAT**  
HE-LD268 / Sizes S - XL



**LADIES WIDE-BRIMMED VISOR**  
HE-VS269 / Sizes S - XL

**THIS PAGE:**  
**LADIES WIDE-BRIMMED VISOR**  
HE-VS269 / Sizes S - XL

*Also available in...*



**ADULTS FRAYED BUCKET HAT**  
HE-FB270 / Sizes S - XL



**LADIES SUN HAT**  
HE-LD268 / Sizes S - XL



A photograph of a man and a baby in a natural setting. The man is wearing a white bucket hat and a grey button-down shirt, smiling and looking at the baby. The baby is wearing a striped bucket hat, a white shirt with orange suspenders, and orange shorts, looking towards the camera with an open mouth. The background is a blurred forest with tree trunks.

# Summer

A sunny time of year calls for a sunny summertime palette. We've got golden stripes! Golden flowers - big and small! Paired with our most popular plain colours - maize, rosa and flax - there's a summery print for every style and personality.

AVAILABLE OCTOBER 2023.

FRANKIE // FLAX



**THIS PAGE:**

**FLAP HAT**

HE-FH262 / Sizes XXS - M

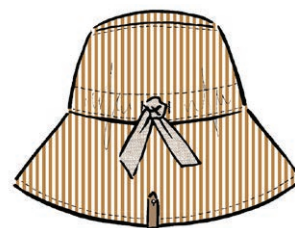
**ADULTS FRAYED BUCKET HAT**

HE-FB270 / Sizes S - XL

**LADIES WIDE-BRIMMED VISOR**

HE-VS269 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**

HE-LD268 / Sizes S - XL

PRIMROSE // ROSA



*Reversible*

**THIS PAGE:**  
**LADIES WIDE-BRIMMED VISOR**  
HE-VS269 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**  
HE-LD268 / Sizes S - XL



**ADULTS FRAYED BUCKET HAT**  
HE-FB270 / Sizes S - XL

## MARIE // MAIZE

**THIS PAGE:**  
**LADIES SUN HAT**  
HE-LD268 / Sizes S - XL

*Also available in...*



**ADULTS FRAYED BUCKET HAT**  
HE-FB270 / Sizes S - XL



**LADIES WIDE-BRIMMED VISOR**  
HE-VS269 / Sizes S - XL



# Core

So good, we keep bringing them back! Our Core range is a classic collection of prints and colours that will be back each and every season. Finley, Charlie and Bobbie's constant sell-outs have proven themselves to be worthy of regular returns.

AVAILABLE ALL YEAR ROUND.





BOBBIE // EBONY



**THIS PAGE:**  
**LADIES WIDE-BRIMMED VISOR**  
HE-VS224 / Sizes S - XL  
**ADULTS FRAYED BUCKET HAT**  
HE-FB223 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**  
HE-LD226 / Sizes S - XL

FINLEY // BLANC



**THIS PAGE:**

**FLAP HAT**

HE-FH228 / Sizes XXS - M

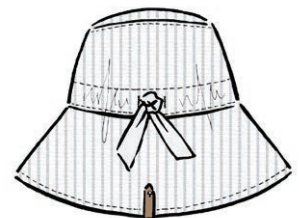
**ADULTS FRAYED BUCKET HAT**

HE-FB223 / Sizes S - XL

**LADIES WIDE-BRIMMED VISOR**

HE-VS224 / Sizes S - XL

*Also available in...*



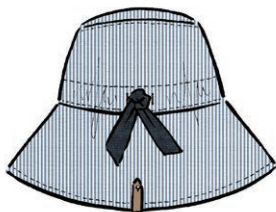
**LADIES SUN HAT**

HE-LD226 / Sizes S - XL

## CHARLIE // INDIGO

**THIS PAGE:  
ADULTS FRAYED BUCKET HAT**  
HE-FB223 / Sizes S - XL

*Also available in...*



**LADIES SUN HAT**  
HE-LD226 / Sizes S - XL



**LADIES WIDE-BRIMMED VISOR**  
HE-VS224 / Sizes S - XL

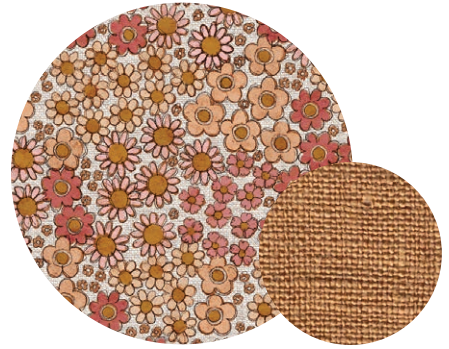


*Reversible*

**SPRING // HERITAGE** AVAILABLE FOR DELIVERY AUGUST 2023



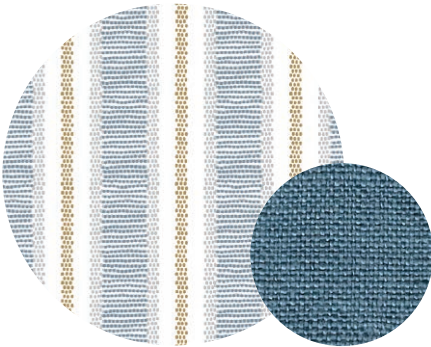
**FARAH / FLAX**



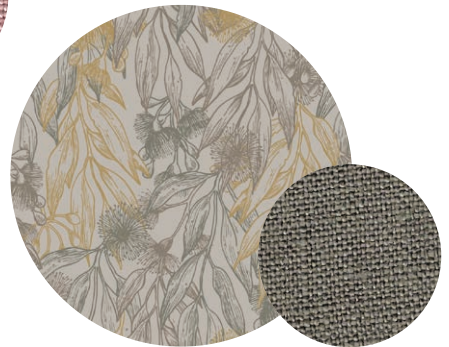
**MELODY / MAIZE**



**POPPY / ROSA**

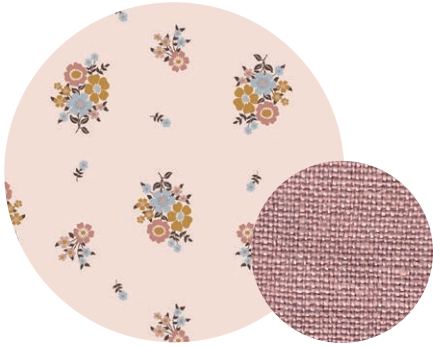


**SPENCER / STEELE**

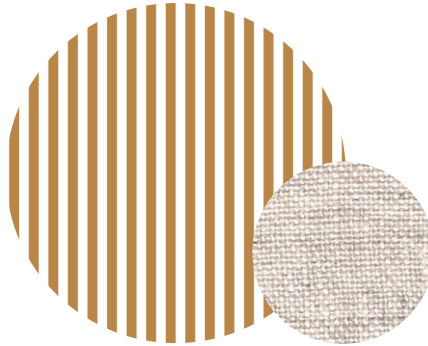


**MALLEE / MOSS**

**SUMMER // HERITAGE** AVAILABLE FOR DELIVERY OCTOBER 2023



**PRIMROSE / ROSA**



**FRANKIE / FLAX**

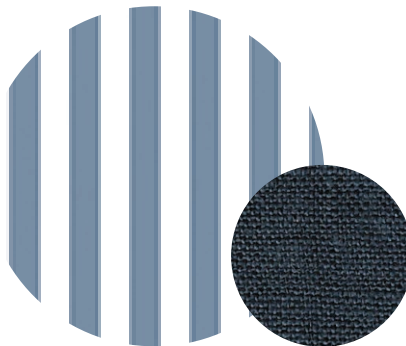


**MARIE / MAIZE**

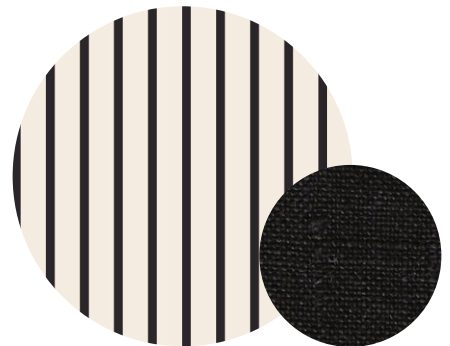
**CORE // HERITAGE** AVAILABLE ALL YEAR ROUND



**FINLEY / BLANC**



**CHARLIE / INDIGO**



**BOBBIE / EBONY**



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