

WELCOME TO THE OPTIMO HAT SHOP



*"When you walk through the doors, I want you to feel immediately at ease, because you know you are in good hands."* — GRAHAM THOMPSON



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## OPTIMO HATS: THE BENCHMARK OF QUALITY

While we choose not to advertise, our hats often appear in print, television and movies. We were flattered when approached by director Sam Macon who shot an excellent short piece on Optimo, which was entered into a film festival. We are thrilled to share with you this one minute condensed version and hope you enjoy it.



[Watch the video](#)

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## GET A HAT MADE JUST FOR YOU

We perform fittings in our shop, at trunk shows, and over the phone. Regardless of where you are fitted, our focus is on creating the right hat for you.

### THE RIGHT STYLE

A properly fitted hat should be comfortable to wear for hours at a time, in any situation. Your hat should gently grip your head just above the ears, and be able to be pulled down a bit if conditions are windy—something we know about in Chicago!

To achieve a customized and truly personal fit, Optimo hats are offered in three sizes between the conventional sizes, as well as in four oval head shapes, in order to achieve Optimo's unique 'air cushion' fit.

### THE RIGHT FIT

Your hats should fit your personality. The best looking hats are the ones you feel comfortable in. We work closely with our clients, discussing various styling details. The weight and texture of our felts and straws are carefully considered. The result: a great hat for each individual customer.



### *We carry out hundreds of phone fittings a year.*

The best way to prepare for a phone fitting is to first get an idea of the kind of hat you want. You don't have to supply us with all the details. [Visit our website](#) to view various styles. Consider the design elements in hats you have seen and admired in films, hats worn by celebrities or hats from specific time periods.

Have a soft tape measure handy so we can guide you through our measuring procedure. We will also ask you about your lifestyle, facial features and the types of clothes you favor. If you are a seasoned hat wearer, please note the style, sizing and fit of your other hats so we can improve on any fit or style issues you may have had in the past.



## A STRONG FINISH: THE OPTIMO RIBBON

Not just another detail—a ribbon's width, color and texture can transform a hat's character.



The ribbon is a critical design element and we search for the very best available. We carry the finest modern ribbons from all over the world, as well as vintage finds from Europe and rarities from now defunct hatteries in the U.S. From this vast collection, we are able to pick just the right ribbon for each hat and for each client.

The Optimo hat is finished with these fine ribbons, which are always folded and sewn by hand. Our sewers use unique folding techniques and traditional millinery stitches to craft the bow and ensure no thread is visible. Glue is never used.

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### HAT MYTH

John F. Kennedy Jr.  
killed the hat.



JFK did not kill the hat. Hats began to decline in popularity almost in direct proportion to the rise of the automobile, as more people spent less time outdoors and more time inside their cars.



### Customer Profile:

**Name:** Wayne Brewster

**When did you get your first hat?** I was 18-years-old.

**Why Optimo?** I love Graham's passion—he's just 'got it.' I've been coming for 11 years and own about 40 hats. When I'm not buying I get my hats cleaned and blocked. I just love the whole vibe here and am really proud of what Graham has accomplished.

**Favorite hat story:** I hate baseball caps so much that I've been known to go jogging in my fedora.

*"I hate baseball caps so much  
that I've been known to go  
jogging in my fedora."*

— WAYNE BREWSTER



## WHO IS THE OPTIMO CUSTOMER?



Musicians, businessmen, architects, doctors, actors, politicians, tradesmen—the Optimo enthusiasts are not defined by their professions, but by their shared appreciation of quality. Our customers see a hat as something much more than a fashion statement. We are often asked “Aren’t you glad hats are back in fashion?” The truth is that this is not important to us. Our customers are not susceptible to fads and have always worn their hats with style and panache whether they are “in fashion” or not.

### WE ARE PROUD TO BE A CHICAGO MAINSTAY.

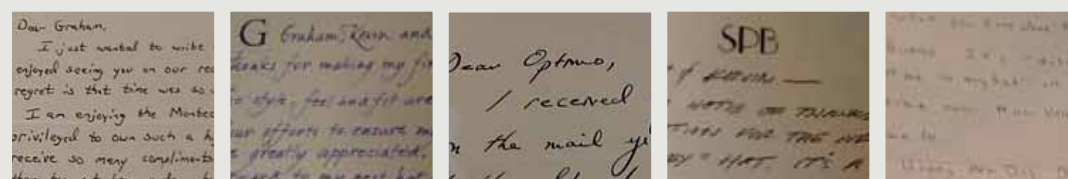
“The Windy City” has always been a hat-wearing town, a tradition that continues today. From the early 1900s to the 1960s, classic styles of men’s hats were created during each decade. A classic American style in music and fashion surfaced during the prohibition era and the fascination with the ‘gangsters’ in their rakish fedoras grew. Chicago emerged as a city of style. Hats such as the homburg and fedora attracted considerable interest, and headwear lost its status as a class divider. Some of the best hat-styles emerged from Chicago’s ethnic communities. At that time, legendary hat shops were located all over the city—one of those belonged to Johnny Tyus—the legendary Chicago hatter who trained Graham.

### TODAY, OPTIMO IS PROUD TO CONTINUE THE TRADITION.

Many hat wearers from this bygone era are our customers today. From our veteran hat-wearers we have learnt about timeless styles that have been admired for decades. From the younger generation we are learning about the more modern designs of today.

A business is only as good as its customers, and we believe we have the best.

### CUSTOMER LETTERS:



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## The Majestic Montecristi

Join us on a recent  
buying trip to Ecuador  
and learn why the  
Montecristi Panama hat  
is the king of all straws.