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02



The History

1857

On 4th April, Giuseppe Borsalino created what is now the oldest Italian luxury hat manufacture in Alessandria, a town in northern Italy.



1888

In 1888 Borsalino inaugurated its new manufacture designed by Arnaldo Gardella and located in Cento Cannoni, which is today the headquarter of the University of Alessandria and the Borsalino Museum.



1900

Borsalino was awarded the Grand Prix at the Paris Exposition Universelle, an important recognition of the quality of its hats, which made the brand famous throughout the world.



1913

The manufacture based in the heart of Alessandria employs 2'000 artisans who manufacture 2 millions hats a year.



I920

Borsalino commissions some of the time's most influential artists to designits advertising. Over the course of its history, the brand from Alessandria has enjoyed an ongoing relationship with the world of art, working with Marcello Dudovich, Giorgio Muggiani, Gino Boccasile, Max Huber and Armando Testa.



The first Borsalino boutique is inaugurated in Alessandria.



I930

The Hollywood cinema adopts Borsalino hats as cult objects. The relationship with the cinema was destined to last.

One frame stands out above all: Humphrey Bogart and Ingrid Bergman in the unforgettable final scene of Casablanca.

In addition to Bogart and Bergman in Casablanca, Marcello Mastrojanni in 81/2 and Jean Paul Belmondo in Breathless both wear a Borsalino.



1950

Borsalino men's hats are joined by a collection designed especially for women.

The History

1970

Borsalino is the first luxury brand to allow its name to be used as the title of a film by Jacques Deray with Alain Delon and Jean-Paul Belmondo.

The film enjoys world success.





2009

In the 'Serie Fuori Serie' ('Series Off Series') exhibition organised by the Triennale Design Museum in Milan in 2009, Borsalino is celebrated as one of the immortal icons of Italian design.

The golden Borsalino logo appears on the bows on the hatbands.





2011

The Triennale Design Museum in Milan hosts an exhibition called "Il cinema con il cappello. Borsalino e altre storie" ("Cinema with a Hat. Borsalino and Other Stories").

2016

The independent film director Enrica Viola dedicated a documentary Borsalino City to Borsalino and the town of Alessandria. It was presented at the film festivals of Turin, Barcelona and Melbourne.

I980
Borsalino adds Panama hats made of the finest
Ecuadorian straw to its collection of felt hats.





2017

160th Anniversary

To mark Borsalino's 160th anniversary, the Italian Ministry of Economic Development has recognised Borsalino as one of the 'Eccellenze del sistema produttivo' (Areas of Excellence of the Production System), dedicating a € 0.95 stamp to the company.

2018

Haeres Equita, a private equity company of Italian and international investors, acquires Borsalino with the objective to develop the brand internationally and strengthen its leading role in the world of artisanal luxury.





Cultural Value

Over the years Borsalino has stayed true to a **production process** that has been handed down **from generation to generation** and is its corporate cultural value. Borsalino has been an ambassador for **Italian "savoir faire"** around the world **since 1857**: the hats are still made in Alessandria and reflect both an industrial approach and **the spirit of craftsmanship**. To make a felt hat, over 40 operations must be performed by hand, and the work takes **seven weeks**; as much as six months are needed for some hand-woven straw hat.



The Story of the mythical shape

Giuseppe Borsalino is credited with the invention of the hat shape.

In the mid-19th century, the bowler hat was the hat men wore in formal settings. During the Risorgimento uprising of 1869, Cristiano Lobbia, a member of Parliament at the time, was attacked in Florence. He received a blow to his head, and this dented his bowler hat. This accidental crease ("the gutter") became a distinctive look, which was renamed Lobbia (also known as the homburg) in Italy in honour of the member of Parliament.

Early 20th century manners dictated that hats should be raised to a lady, and the homburg didn't allow for a quick and easy movement. Giuseppe Borsalino had the idea to modify its shape: he pinched the front sides with his fingers, creating two dents that form a hold on the hat. The outcome is the perfect combination of curves and lines, a revolutionary shape that became a symbol of Italian design around the world.

The Borsalino Felt Hats Journey

A process of 52 steps performed by hand and 7 weeks' work are needed to make every hat that comes out of the Alessandria manufacture.

The production of Borsalino felt hats begins, in the Alessandria manufacture, with animal hair which is blended, carded and blown in a machine built at the end of the nineteenth century to separate the outer and softer part of the hair. This phase lays down the quality of the felt. A special machine then begins the process of creating the hat: it combines suction and jets of hot water so that the fibres are matted and form a felt cloche which is then strengthened and made more compact.

The cloche undergoes its first manual inspection. Once it has been approved by Borsalino craftsmen, the cloche is soaked in boiling water to shrink it to the required size. After drying, it is time for dyeing and twin shaping: the hat begins to acquire its desired shape and size. The surface of the felt is then refined: it is sanded down until it reaches the right shave.

After a third shaping, the hat acquires its final shape, followed by another quality check by the Borsalino specialists. A process known as flanging gives the hat its definitive circular form and is ready for the final finishing steps, done by hand: trimming, stitching, checking and packing.











The Borsalino Straw Hats Journey

In 2012 the art of weaving the traditional Ecuadorian toquilla hat was added to the Unesco Intangible Cultural Heritage Lists.

The production of Borsalino straw hats starts in Ecuador, where the local straw is harvested from the stalks of the toquilla palm tree, boiled and dried under the sun. The skilled Ecuadorian artisans weave it by hand, making extremely fine semi-finished cloches. After careful quality control, the cloches are sent to the Alessandria manufacture. Here they are inspected a second time before undergoing their initial shaping: a hydraulic pressure machine creates the shape and size of the hat. The operation is repeated a second time to create the traditional Borsalino shape. The excess straw is trimmed off and the edge of the brim is sewn. The hat is then stiffened and left to slowly dry. It is then time to sew the inner leather band, followed by a third and final shaping with the hydraulic press.

The ribbon is added and the brim is stiffened before the hat is ready for the final steps, all done by hand: embellishments, stitching, inspection and packaging.

The wide-brim white straw hat is known as Panama, even though the raw material with which it is made comes from Ecuador: it became a symbol accessory when, in November 1906, the President of the United States Theodore Roosevelt wore it during a visit to the Panama Canal.













Borsalino Communication









FW 20 Manufacture



Watch the backstage video

FW 20 Villa Borsalino



Watch the backstage video

SS 21



Watch the Fashion Film

Borsalino Brand Presentation

II

Borsalino Communication









12

FW 2I SS 22











Alessandria Galleria Milan





Linate Monte-Carlo









Sani Resort Greece Aboard an Ape Piaggio

Metropole Shopping
Montecarlo

Loulou Beach Saint-Tropez

Nammos Village Mykonos



Borsalino x Valentino



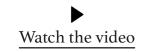




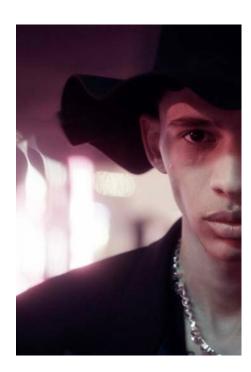




A special collaboration between the two iconic italian fashion brands for SS21 Resort Collection by Valentino.



Borsalino x AMI Paris









Among the accessories presented in *L'Échappée Belle*, a range of superior quality felt hats, imagined by Borsalino exclusively for *AMI*. By partnering with the Italian house, *AMI Paris* adds a touch of tradition and artistry to its energetic Spring-Summer 22 collection.

Watch the video

The Bogart by Borsalino























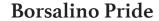


Watch the Cut 3

Watch the Cut 6

Borsalino presents an exclusive collectable collection in collaboration with the Humphrey Bogart Foundation: *The Bogart by Borsalino*.

Jewels for the Head







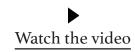








Borsalino's dedicated capsule collection for the holiday season that celebrates joie de vivre and the décor of personal expression.



To celebrate the *Pride Month 2021*, Borsalino launched a new capsule collection of unisex hats and caps dedicated to the joy of living and the freedom to express one's individuality and personal voice.

Borsalino Made to Measure Experience





The *Borsalino Made to Measure Experience* offers the possibility to personalise one's hat by choosing the colour of the felt, the width of the brim, the ribbon, the lining and the leather inner headband.

38 different colour's choices are available for the felt; 49 for the ribbon and 13 inner silk lining. The hat can be further personalized by having one's initials embossed in precious gold.

The hat takes 8 weeks to be manufactured and is delivered directly to the client's home.



Soft Accessories

ISA















Borsalino launches its first line of soft accessories in partnership with *ISA Spa*, a company specialized in the textile solutions for the luxury market.





Celebrities













Jennifer Aniston

Jared Leto

Cindy Crawford

Pharrell Williams

Fergie

Ben Harper















Lily Cole

Bruno Mars

Bar Rafaeli

Jude Law

Kate Upton

Dakota Fanning

Maluma

Celebrities







Hannah Bronfman



Harvey Kaitel



Mika



Federico Fellini



Johnny Depp



Belen Rodriguez



Tamu McPherson



Matthew McConaughey



Nanjeong Lee



Paola Turani



D Japanese



Joe Bastianich



Benicio Del Toro

... and many more!



Pitti Firenze









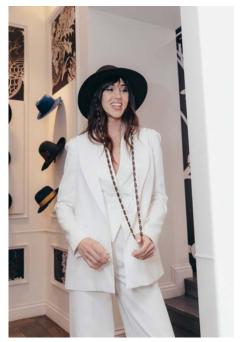


Milano Fashion Week FW22-23 Collection Presentation











Watch the video

THANK YOU

Borsalino Showroom via Sant'Andrea 5, Milano

showroom@borsalino.com

borsalino.com @borsalino_world