

Eco Chic Millinery Brand Launches SS15 with film

Submitted by: Hatastic!

Tuesday, 28 October 2014

Hatastic is proud to announce the launch of IN THE SHADE SS15 on hatastic.co.uk (<https://hatastic.co.uk>)

These modern designs have a vintage look and were made using only materials such as...

Fair Trade hand dyed Panama straw

Upcycled elements such as plastic rescued from landfill and lasercut into unique designs and single handedly handcut sequins

Newlife™ yarn – a stunning silky soft polyester made from 100% recycled plastic bottles

And as always all designs are handmade in the UK

Hatastic

Chloë Haywood, founder of Hatastic! has always had the desire to rejuvenate and transform the old, unused and unloved, into something strangely beautiful, and this is essentially the ethic of Hatastic!

Chloë Haywood (founder of Hatastic!)says" I'm so enthused with all the new and wonderful ways of upcycling and plus other types of sustainable fabrics and materials - it's so inspiring.

With collections shown at Milan and London Fashion Weeks, and designs seen in Vogue, Elle, The Times and The Wedding Magazine this ethical label has come a long way since it started as a hobby in 2009.

Chloë solely designs and creates in her workshop at the end of her garden in Surrey and is proud to be a Member 500 of The Ethical Fashion Forum.

Hatastic! Achievements

2013 Shortlisted as Maker for Triumph UK

2012 Hatty Award Winner

2012 Ethical Fashion Fellowship 500 Member

2011 Finalist of Keep it Under Your Hat Competition

2011 Nominated Accessory Designer of the Year

NOTES TO EDITOR

Credits

Photography Noel Shelley Photography

Make up & Hair Lauren Reynolds

Model Anna Tatton

Behind the scenes footage Kit Cook from Fashion One

With extra BIG thanks to Clair Mckinney-Williams, Kirsty Frankland, Kes Hankin, and Piers Atkinson

without whom this collection would not have existed

Website (<https://hatastic.co.uk>)

Facebook (<https://facebook.com/hatastic>)

Twitter (<https://twitter.com/hatastic>)

Instagram (<http://instagram.com/hatastic>)

For more info, prices, stockists and high res images, please contact Chloe directly on info@hatastic.co.uk or call 07956 188585