

HAT COUTURE LAUNCHES NEW UPCYCLED MILLINERY CONCEPT

Hat Couture 'reimagines' thrift store discoveries as designer millinery for fashion mavens, weddings and special occasions to acclaim from top designers.

BICESTER, BUCKINGHAMSHIRE, UNITED KINGDOM, May 24, 2018 /EINPresswire.com/ -- Bicester, United Kingdom – 22nd May 2018 [Hat Couture](#)

announced the launch of its first collection designed by Milliner Denise Marsh. The Hollywood Legends collection is available for immediate shipping to International and local clients,

who can enjoy the feel-good factor that comes with wearing an exclusive upcycled, one off creation. "Hat Couture is a new concept in high fashion millinery, I upcycle designer hats and create original objects d'art for discerning clients and fashion mavens," said Denise Marsh, Milliner at Hat Couture,

"Each rescue project is carefully taken apart by hand and remade using only the finest silk, sinamay, vintage lace, plumes, real pearls, flowers and luxury trimmings".

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Positive Green Impact

Most hats donated to charity shops end up in landfill adding to the millions of tons of discarded textiles that currently plague our planet. Hat Couture scours local thrift stores to rescue designer millinery and fabric in good condition, making a sizeable donation to charity and providing items too good for landfill with a new lease of life. After removing all trimmings

and cleaning, the hat base is reshaped and put into stock to await the creation of a new design to match that special outfit or become a statement piece for an international fashionista. Most of the fabrics and trimmings used are also upcycled from vintage fabric collections found via the internet or the designer's own inherited treasure trove of laces, silks, buttons, flowers and beads. When dispatched to a new home, each design is carefully wrapped in tissue paper (recycled) before being placed into a signature black and white candy stripe box (made from recycled paper), tied with a sumptuous satin bow (recycled from heritage stock) to be whisked away to destinations in the UK, Far East, Middle East and the USA.

Creating Lasting Memories

Hat Couture has already found new homes for a number of these exquisite works of art.

Karen from Kent recently purchased 'Vintage Rose Garden' and was delighted when her one of a kind creation arrived, "Hat received - absolutely love it - gorgeous! Many thanks".

"Sorry for delay getting back to you, parcel delivered just as I was leaving to look after my mum -have just opened and it is stunning, beautifully made and fits so easily. I am very happy with it, thank you."



said Cheryl from Wales who purchased 'Rambling Rosie' for her daughter's wedding, "My wedding outfit is by Out of Exile and so compliments perfectly."

Already Gaining a Great Reputation

With more than 2,000 followers on social media already including designer brands like Philip Treacy, Tracy Chaplin and Vogue Bridal plus international support from ethical groups like Upcycled Cloth Collective enthusiasm for this new upcycled millinery concept continues to grow.

Founded in 2018, Hat Couture is a small business with big ideas. Alongside its collection of upcycled and designer Millinery the company is set to launch a range of crystal jewelry and vintage silk scarves. In response to requests from fans, Milliner Denise Marsh is also looking at ways to offer training courses in hat making and silk flower techniques for those interested in honing their skills and joining the growing band of enthusiasts for textile upcycling.

THE FIGURES

- In 2016 1,130,000 tons of new clothing was purchased in the UK – an increase of 200,000 tons since 2012.
- Fashion in the UK lasts an average of 3.3 years before a garment is discarded.
- Extending the life of a garment by an extra nine months reduces its environmental impact by 20-30%.
- Providing one ton of clothing for direct re-use by giving it to a charity shop or selling it online can result in a net greenhouse gas saving of 11 tons of carbon dioxide equivalent.

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Please find us on:

Etsy: <https://www.etsy.com/shop/HatCoutureCreations>

Facebook: <https://www.facebook.com/hatcouturecreations>

Blog: <https://hatcouture.blog/>

Instagram: @hatcouturecreations



'A Passion for Peonies' by Hat Couture



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