

HeadWest Branding Bar and Tacchino Launch Exclusive Reserve Hat Collection

American experiential gifting leader and Italian hatmaker debut two exclusive unisex hats, The Hudson and The Aspen, available only through HeadWest.

NEW YORK, NY, UNITED STATES, October 19, 2026 /EINPresswire.com/ -- [HeadWest Branding Bar](#), the [premium experiential gifting company](#) based in Colorado, today announced an exclusive collaboration with Tacchino Hat Co., the Italian hatmaker founded in Alessandria in 1863. Together, the two companies have designed the HeadWest Reserve Collection: two hat styles, The Hudson and The Aspen, available exclusively through HeadWest's signature live activations, including corporate and social functions.

The collaboration pairs Tacchino's 160+ years of Italian hatmaking heritage with what HeadWest does best: transforming exceptional products into unforgettable, highly personal guest experiences. Each hat begins with five generations of craftsmanship and, in just 10 to 15 minutes, becomes a beautifully hand-styled keepsake personalized with guest selected-embellishments and custom branding.

The partnership also brings together two women-led companies. Tacchino is helmed by Giulia Tacchino, representing the fifth generation of the founding family, while HeadWest was founded by Amanda Allen and Emily Campbell. Rooted in event production and guest experience, HeadWest pairs premium materials with thoughtful experience design, seamless execution, and



Amanda Allen wearing The Hudson. Credit: Allan Zepeda Photography



Premium Leather Sweatband and Custom Satin Liner

live personalization. That shared perspective helped shape a natural collaboration between two teams approaching craft, personalization, and experience on their own terms — five generations and an ocean apart.

The launch comes as companies are investing more in in-person experiences. In American Express Global Business Travel's 2026 Global Meetings & Events Forecast, 88% of meeting professionals expect their organization's meetings and events spend to rise, and half expect to hold more internal team meetings, which the report ties to reuniting hybrid employees and strengthening company culture.



The Aspen in Chocolate

That spending comes as day-to-day connection at work gets harder to find, and IRL events are emerging as the antidote to an increasingly AI-driven workday. In Workday's 2026 Human Connection Workplace Index, a survey of 2,150 employees who use AI at work, one in three said they rarely or never have a conversation with colleagues beyond work tasks in a given week. In-person time helps: 85% of employees surveyed by Emburse said company offsites strengthened their connection to their organization and its goals. HeadWest's live activations are built for those gatherings. Each guest works one-on-one with a Hat Tender and leaves with a keepsake they helped make, a shared, hands-on experience that builds community and loyalty among employees and clients.

"Every HeadWest experience starts with the same idea — that a gift becomes meaningful the moment a guest watches it being made just for them. Partnering with Tacchino gave us the opportunity to build that philosophy into the hat itself. The Hudson and The Aspen aren't off-the-shelf pieces that we're simply personalizing; they were designed around the HeadWest guest experience from the very first sketch through the moment the finished hat is handed to its new owner," said Amanda Allen, Co-Founder and GM, HeadWest.

Allen brings decades of gifting and personalization experience to HeadWest. She founded NewlyWish, a wedding registry built around personal style and meaningful gifting, earning Fordham University's Entrepreneur of the Year Award in 2010 before WeddingWire acquired the company in 2015. She later built the e-commerce registry group through the formation of The Knot Worldwide. Her philosophy centers on understanding gifting psychographics as closely as demographics — matching each gift to its recipient and occasion. In 2022, she partnered with Emily Campbell of GoBella Design & Planning, combining their gifting and event production expertise to launch HeadWest's signature live-personalization formats.

"Our family has spent five generations learning what makes a hat worth wearing. When HeadWest came to us, we saw a chance to put that knowledge into a completely different kind of moment — not a hat someone simply buys, but one they watch come together and make their own. The Hudson and The Aspen reflect what we do best, built for an experience we don't often get to be part of," said Giulia Tacchino, CEO, Tacchino International LLC.

THE HEADWEST RESERVE COLLECTION

The Aspen, a Western Cattleman silhouette, and The Hudson, a Teardrop Fedora, are both co-designed exclusively for this partnership. Each hat is finished live at events by HeadWest's Hat Tenders, who work one-on-one with guests to style and personalize their selection in real time. Guests can personalize their hats with hot-iron branding—including initials, meaningful dates, numbers, or symbols—and add feathers, pins, and leather band embellishments, creating a piece uniquely their own. The hats are available in three colorways — Silverbelly, Black, and Chocolate — allowing guests to choose the finish that best suits their personal style or event aesthetic. Crafted from 100% merino wool, each hat features a premium leather sweatband and HeadWest's signature Western satin paisley lining — thoughtful details designed specifically for the collection.

BEYOND THE HEADWEST RESERVE COLLECTION

For guests seeking an even more elevated expression of hatmaking craft, HeadWest also offers a premium rabbit-and-beaver fur felt selection from Tacchino's existing collection. Beyond the Brim Bar, HeadWest's experiential gifting portfolio includes its Belt Bar, Leather Goods Bar, Scarves and Bolos Bar, and Sunglasses Bar — each bringing the same approach and professional team to premium product, live personalization, and guest experience.

AVAILABILITY

The HeadWest Reserve Collection is available exclusively at HeadWest activations nationwide. HeadWest is now booking Holiday 2026 and Spring-Summer 2027 events. Inquiries can be directed to info@headwestbrandingbar.com.

ABOUT HEADWEST BRANDING BAR

Founded in 2022 by Amanda Allen and Emily Campbell, HeadWest Branding Bar is a premium experiential gifting company bringing live craftsmanship and personalization to corporate events, brand activations, weddings, and private celebrations nationwide. Combining premium products, thoughtful experience design, and seamless execution, HeadWest's national team delivers memorable, made-for-you gifting experiences at scale. Learn more at HeadWestBrandingBar.com.

ABOUT TACCHINO HAT CO.

Founded in 1863 in Alessandria, Italy, Tacchino Hat Co. is a fifth-generation, family-owned hatmaker with 160+ years of design and craftsmanship behind every piece. Tacchino's design tradition traces back to the Butteri, Italy's historic cattle herders, and has evolved into a range of hats worn around the world. Learn more at TacchinoHat.com.

MEDIA ASSETS & PHOTOGRAPHY

High-resolution photography and image credits are available in the [HeadWest Reserve Collection Press Kit](#).

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