



Hat Trix - Look lovely for less!

An occasional newsletter - August 2019 (no: 10)

Welcome to our late summer newsletter from **Hat Trix**. We of course want to ask, where are you going? What shall you be wearing on your head? And how can we at **Hat Trix** be of assistance?

Wherever they go around the UK, Katherine & Rose look out for wonderful items that could come into our stock. These below are three of our most recent acquisitions with matching purses. Each is pristine, having been worn for a few hours by mothers-of-the-bride.



Sizes and sizing!

Hatinators and fascinators are popular because they are easy to fit – the universal, one-size does fit all – is reliable. Hats are slightly more tricky in the fitting department. So, **Hat Trix** shall be measuring the inside circumference of hats and providing details on our website in both centimetres and inches (for those of us who use old money!).

When might you want a hat, fascinator or hatinator ladies?

Wearing a hat, hatinator or fascinator is all about confidence. In society today there are few times when a headpiece is deemed necessary or essential. Consequently, we women have few opportunities to wear hats – other than the woolly varieties in winter – and so our confidence can be lacking.

Yet, we do find women pretty enthusiastic when we meet; they start trying different styles, colours, shapes. Inevitably there are a couple that will look fabulous and others that the model likes. A hat can look very different on each wearer. It is well worth trying on several styles, shapes and colours to find you. And we need to all get into hats again. A hat is not solely for a wedding. If you go to a summer garden party, wear a hat. If you go to a bbq, wear a hat there too! Race days and 'Hen Party' or just for a girls' day out.

Everyone choose a headpiece from **Hat Trix** – for a job lot day-hire!!



Our Hat Trix services include:

- **Selling** a selection of new-to-you women's hats for special occasions;
- **Marketing** for sale your perfect hats which you no longer want. This is a service for which **Hat Trix** charges a percentage of the agreed sales price.
- **A consultancy** service in person, via Skype or email to discuss your hat requirements, style and colours to enhance the outfit you may already have;
- **A selection of hats with matching purses for hire:** a new service about which we would welcome your opinion;
- **Meeting** our more local customers at fayres near to our Shropshire base.

Hat Trix is on line: follow the link to our www.hattrixhats.uk where you will find all the current stock and a check-out accepting all payment types. Do contact us with enquiries at: shop@hattrixhats.uk. We shall respond within 2 working days.

The **Hat Trix** website has all our stock from which you can choose. We hope you will enjoy perusing our current stock ... and indeed be tempted to buy. Should you want to try hats before purchasing, please contact us and we can arrange a fitting session. Send to: shop@hattrixhats.uk.



More about our Hat Trix services:

Selling a selection of new-to-you women's hats for special occasions – perhaps a wedding, garden party or race day

Hat Trix has been bringing in new stock throughout the year. It's taken longer than anticipated to put full details and photographs on our site. The sizing of hats will take time too.

An order was recently dispatched; the customer replied ...
"Thank you! I'm very excited about them."

Marketing your perfect hats which are no longer needed by you.

Please do contact us if you are considering selling your hat(s) while they are new and need moving on. Our marketing via our website and through F/book, helps increase the exposure to your advertising.



Do please post your photos to **Hat Trix** on facebook:
[Http://bit.ly/2soCHnn](http://bit.ly/2soCHnn) and @roseofhats if you prefer.

A consultancy service to discuss your hat requirements, style and colours

Do you struggle at times with decisions regarding clothes for special occasions? Do you want to discuss an idea or take a risk in regard to an outfit and hat? **Hat Trix** team really wants to help you find the right hat for you. Do contact us either by telephone or email and we can offer some advice. Recent we received a text-plea from a local customer:

"Hi Katherine, I need your assistance! We're going to a wedding in mid-August. I've finally sorted my outfit (it's been a nightmare). ... Can you help?"

Photos were attached of this customer wearing her elegant outfit and that was useful to us in offering three items to try and then hire.

Hats for hire: a new service offering a selection of headpieces most with matching purses:

It's good to offer a new-to-you hiring service. How eco- is that!? I suggested that one customer take a look at this selection before a September wedding. She replied ...

"Ooo, will do. Thanks!"

You could take a look too, just follow the link straight to the website page:

<https://www.hattrixhats.uk/product-category/hat-trix-hires/>

Meeting our more local customers at fayres and other events near(ish) to our Shropshire base.

Hat Trix will be at the following Wedding fayres in September:

- ❖ **Shifnal:** Sunday 8 September
at Haughton Hall Hotel, 11:00 to 16:00
- ❖ **Shrewsbury:** Sunday 15 September
at Albrighton Hall Hotel, 11:00 to 15:00

Contact us beforehand should you want us to bring along particular hats and fascinators from our stock for you to try.

Setting up our display at wedding fayres is pretty demanding. However, it is chaos for quite a while beforehand. The wedding organisers usually appear stressed as we exhibitors arrive. It is awful if it happens to be raining on arrival – hats, boxes and rain are not good companions. When our vehicle is unloaded, we get busy to create, what we hope will be, an attractive display. **Hat Trix** wants to entice you to try on and to find that perfect headpiece to *start off* your wonderful wedding outfit. Whether you are mother-of-the-bride, mother-of-the-groom or wedding-guest, we are confident that **Hat Trix** can find something perfect for you. Once done, we enjoy meeting you, our customers, and encouraging all women to try on hats.



Hat Trix hats do not cost the earth – we sell and market new-to-you items, in order to adhere to our eco-ethos.

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Thank you for providing your contact details.

In order to comply with general data protection regulations2018:

Please be assured, your details will not be passed to other parties.

Should you no longer wish to receive our newsletters, please email:

shop@hattrixhats.uk.