

Headwear Spotlight

Baron Hats



Baron Hats, a full service custom hat company, was started by Eddie Baron 35 years ago. Eddie, who was the head of the hat department at Western Costume, sold this legendary Burbank, California store to apprentice Mark Mejia in 1995.

Baron made hats for John Wayne, Marlon Brando, Fred Astaire, Steve McQueen and Frank Sinatra. They still court the Hollywood elite making hats for Johnny Depp, Bruce Willis, Val Kilmer, Robert De Niro, Tommy Lee Jones, Danny DeVito, Robert Duvall, George Clooney, Brad Pitt, Russell Crowe, Diane Keaton, Andy Garcia and Will Smith.

Musicians also turn to Baron - Madonna, Prince, Janet and Michael Jackson, Bob Dylan, Al Jarreau, Slash, Black Eyed Peas, Tom Petty, Van Halen, Kid Rock, Motley Crue, Snoop Doggy Dog, Britney Spears, Marilyn Manson and Usher wear Baron hats.

Baron Hats appear in movies (and TV shows) like *Indiana Jones*, *Crocodile Dundee*, *Rocky*, *True Grit*, *3:10 To Yuma*, *Gunsmoke*, *Bonanza*, *The Rifleman*, *CSI*,

JAG, *Mad Men*, *Boston Legal*, *Samantha Who?* and *Without a Trace*.

They can make from one to 1000 hats (keeping up with Hollywood deadlines).

The Baron Burbank store also has a Hollywood Hat Museum with the hat worn by Humphrey Bogart in *Treasure of Sierra Madre*, Sarah Jessica Parker's *Sex In The City* hat, a replica of Sylvester Stallone's *Rocky 6* hat, (now in the Smithsonian Institute) and a replica of the Lincoln Stovepipe hat they made for the Abraham Lincoln Library in Springfield, Illinois. There's also the red top hat David Lee Roth wore in the Van Halen tour and the cup and Glass used by Humphrey Bogart in *Treasure of the Sierra Madre*.

Baron has celebrity hat blocks, material from past projects and a reference library and database of information and production images from their historical collection (of over 35,000 hats).



BARON NEWS TO NOTE:

Baron formed a new subsidiary, Hat Manufacturing of California Inc., to make hats for the wholesale market. They have also just added a private label headwear collection for retailers. Team Baron introduces a line of apparel and shoes for 2009 (The canes for the original *Bat Masterson* costume and

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when people understood who they were and what their place in the world was," said Mejia.

And maybe that alone is the answer. "Perhaps if our citizens put on a hat, and feel they have the magic to change their lives, they will. Just like with "Dumbo" and the feather, the baby elephant was able to fly!"

Johnny Depp's *Willy Wonka* outfit).

Baron formed a joint venture with NYC hatter Worth and Worth, and a French subsidiary, Baron Hats Paris, (Baron Hats Paris, 4 Rue Godefroy, 75013, Paris, France) that feature Baron Hats for the European and Asian market.

SO WHAT ELSE IS NEW?

One of the most popular hats made for Russell Crowe for *3:10 To Yuma*, is offered on their website with original "amulets" and embroidered hatband. The retail price is \$499 for Fur Felt and \$799 for Beaver.

This one-of-a-kind collectable will be sold online for \$10,000. Some were sold pre-production (what recession).

"The interest in such a high-end hat exemplifies the sudden resurgence of hats, and also the desire for the high quality collectable nature of a hat."

"Perhaps the disintegration of the economy, jobs and home security is driving the popularity of the hat. People see hats as an integral part of a lost era when people had more control over their lives,



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