



What Hats to Wear This Summer — Trends & Tips

Mini-brochure: hat types & when to wear, face-shape guide, materials & UPF, brim width & sun protection, colour & styling, hair + hat hacks, sizing & fit, travel & care, common mistakes & fixes, quick buying checklist.

Hat Types — Where They Shine

Type	Best for	Notes
Straw fedora/panama	city to resort	structured crown; 6–8 cm brim = balance & shade
Wide-brim sun hat	beach/pool	10–12+ cm brim; strongest shade
Bucket hat	casual/street	packable; choose wider brim for better protection
Visor	sports/low bun	shades face; protect scalp with SPF
Baseball cap	errands/sport	add SPF on ears/neck; low-profile trend
Boater	garden/retro looks	flat crown; works with dresses & linen

Face Shape — Quick Matching

Face	Flattering crowns/brims
Oval	almost any; medium crown + 6–8 cm brim
Round	taller crown, angled or wider brim (avoid tiny brims)
Square	soft curves (round crown), medium-wide brim
Heart	medium crown, not too wide brim; balance top vs jaw
Long	shorter crown, wider brim (avoid extra-tall crowns)

Materials & UPF — Stay Cool, Stay Safe

Material	Pros	UPF note
Tightly-woven straw (raffia/paper/toquilla)	breathable, classic	look for UPF 30–50+, tighter weave = better
Cotton/nylon blends	washable, sporty	often UPF-rated; quick-dry options
Linen	cool, natural texture	needs dense weave for protection
Packable synthetics	crush-resistant, travel	check label; some have 50+ UPF

Brim Width & Sun Protection — Rule of Thumb

Brim	Shade
≤ 5 cm	style accent; low protection
6–8 cm	good everyday shade for face
10–12+ cm	strong shade for face/neck; windy-day strap helps



Colour & Styling — Make It Work With Your Wardrobe

- Neutrals first (natural straw, beige, tan, black, navy) — then add one accent hat (red/blue).
- Match hat 'weight' to outfit: airy linen → straw; sporty set → cotton/nylon; dressy → panama/boater.

Neutral Hat Palette (mix & match)



Hair + Hat — Quick Hacks

- Low bun/pony for fedoras & sun hats; claw clip under brim to anchor in wind.
- Dry shampoo at roots post-beach; carry soft scrunchie to avoid marks.

Sizing & Fit

- Measure head: just above brows; common sizes S 55–56 cm, M 57–58, L 59–60.
- Use inner adjuster tape for half sizes; ensure two-finger space above ears.

Travel & Care

- Pack with crown stuffed (socks/tees) and brim padded; or wear it in transit.
- Avoid crushing stiff straw; steam lightly to reshape; store on hook or shelf.

Common Mistakes & Fixes

Mistake	Fix
Tiny brim for all-day sun	choose 8–12 cm brim + SPF on neck/ears
Loose fit in wind	add elastic strap or adjuster tape
Clashing style	match hat material/structure to outfit 'weight'

Quick Buying Checklist

- UPF 30–50+ label; tightly woven material; brim \geq 6–8 cm for daily sun.
- Comfortable crown height; adjustable inner band; wind strap if beach/boat.
- Colour that matches your capsule (straw/tan/black/navy).



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