

PACHACUTI SS10 Collection



PACHACUTI the fair trade Panama hat specialists are introducing a brand new range of fedoras and panamas inspired by different artistic heritages and communities from around the world.

The quintessentially British seaside town of St Ives is behind many of Pachacuti's hat designs, in particular the art community providing the motivation to produce colourful and innovative hat designs. The interweaving diamond shapes were drawn from the sculptures of one of Britain's most important twentieth century artists, Barbara Hepworth who spent many years living in St Ives creating abstract and modernist art.



Pachacuti's Inca heritage provides the collection with an authentic feel using vivid colours and interesting intricate details. The hand woven weaves have are an age old artisan craft handed down by generations and enable Pachacuti great versatility.

The Panama hat is the perfect travel partner, providing an accessory that protects your head from the sun, looks good with any outfit and packs well in to a suitcase. The perfect statement piece for every wardrobe is the classic British Houndstooth check new for SS10, as is the Katharine Hepburn 'Africa Queen' inspired fedora.

Pachacuti hats are varied and come adorned with beautiful silk ribbons, traditional Ecuadorian details, intricate weaving and every colour and pattern imaginable. New colours for this season include fern, lilac, pink and cornflower blue.



For more information please contact **Rosie Budhani** at rosie@foundation-agency.com/02073239571

Notes to Editors:

Images available on request

Pachacuti was established in 1992 by Carry Somers and is based in Derbyshire

Pachacuti is the UK's only fair trade hat specialists, working directly with women's cooperatives in Ecuador

Awards:-

Nominated for the Observer Ethical Awards

Winner - The Hat Magazine Hatty Award 2008

Winner - Re:Fashion Business Award and Re:Fashion People Award 2008

Winner - Entrepreneur with a Conscience 2008

Winner - British Small Business Champions Ethical Award 2007