

FALL WINTER

2020/21



SEEBERGER
EST. 1890



SEEBERGER – EST. 1890

“PARADISE ON EARTH
CAN ONLY BE FOUND
IN THE SOUL”
ACCORDING TO SARTRE.

Certainly sounds plausible.

And if we take it one step further, hugely practical too, especially in winter. You wouldn't have to move outside your front door. Just find a comfortable place to lie down, switch off the world, switch on your soul. Welcome to Paradise.

Happy end.

No idea what you think about that.

For our taste, it is just too simple.

What about all the things you long to do?

What about setting out, discovering, meeting, arriving?

And what is better: a good story or a happy end?

We, at any rate, still firmly believe in the story, in life, composure and style.

And this season too, we are relying on first-class, natural materials, top craftsmanship and artistry, fantasy, a sure instinct and loving attention to detail.

This time following in the footsteps of Christopher Columbus who as we know, set off to discover America and on the way, came across a paradise on Earth in the form of Gran Canaria.

A good story with a happy end.

Spring feelings in winter – all inclusive.



Quality, composure and style never go out of fashion. On the contrary. We believe they are becoming more and more important. We have always used exclusively hand-picked materials for our collections in the SEEBERGER hat factory. Whenever possible, 100 % natural fibre. For a good feeling – on your head and in your gut.

TURN-UP BEANIE & SCARF
18206-1 COL.55 & 18209 COL.55



70478 COL.87

BAKER BOY CAP



37728-420 COL.21

FEDORA



BUCKET HAT
18332 COL.10

TURN-UP BEANIE

18272 COL.95



TURN-UP BEANIE & SCARF
18458-0 COL.95 & 18462 COL.95

CLOCHE
18421 COL.94



CLOCHE & SCARF

17417-1 COL.94 & 18186 COL.7959



IVY CAP
70471 COL.87

SEEGER
EST. 1890



HEADBAND & SCARF

18265 COL.95 & 16708 COL.94



AN ICON OF STYLE. AND OF CRAFTSMANSHIP.

LA CLOCHE

If you look at it purely from the workmanship involved, this is a highly sophisticated women's hat that owes its name, not surprisingly, to its characteristic bell form. Its narrow, delicate brim with trimmed edge is also typical and you will either see it worn low over the forehead or bent cheekily upwards, according to taste and the spirit of the time. Depending on the season, at SEEBERGER we make our cloche hats from the finest boiled wool, felt or straw, always coupled with new and surprising details. With love and care. And last but not least: our entire experience of almost 130 years of millinery expertise.

STYLE ICONS OF THE 1920S.
THE 1950S, THE 1970S AND
OF ALL LADIES OF THE
WORLD.

There is hardly any other model that has been fashionable as often as the cloche. It was the height of fashion in the 1920s where it was worn as an accessory by the femme fatale, the "divine" Greta Garbo.

The cloche became a style icon once again in the 1950s and 1970s and remains one to this day. And this model is unlikely to ever go out of fashion anyway – among ladies of the world.

TURN-UP BEANIE & SCARF

18300-2 COL.62 & 18216 COL.62





18423 COL.63

TURBAN



SEEGER
EST. 1890

BERET & GLOVES
18441 COL.62 & 18469 COL.87

BEANIE
18301 COL.24



HEADSOCK & SCARF
18407 COL.42 & 18281 COL.87

SEEGER
EST. 1890



BUCKET HAT

19393 COL.23

HEADBAND & SCARF
18228 COL.79 & 18405 COL.79



SEEBERGER
EST. 1890



FLOPPY
18095-2 COL.10



TOQUE

18366-1 COL.6210



BEANIE

37700 COL.94



BERET
18427-1 COL.10



SEEGER
EST. 1890

**SOCIAL RESPONSIBILITY:
FOR US A MATTER OF STYLE.**

We are member of



An initiative of the Foreign
Trade Association (FTA)

HEADSOCK & SCARF
18432 COL.6043 & 18447 COL.24

BACKCOVER: DOCKER 70468 COL.6062 & SCARF 70486 COL.60

— OUR NEW COLLECTION —

VISIT US

BERLIN

Premium, International Station
Luckenwalder Str. 4 – 6
hall 5, booth A17
14.01. – 16.01.2020

PARIS

Première Classe
Porte de Versailles
17.01. – 20.01.2020

DÜSSELDORF

During Fashion Week Düsseldorf
Showroom at Fashion Plaza
Karl-Arnold-Platz 2, 6th floor
24.01. – 27.01.2020

STOCKHOLM FASHION WEEK

Stockholm Showroom
Augustendalsvägen 5B
Showroom 921/Seeberger
S-131 52 NACKA STRAND
03.02. – 09.02.2020

LONDON

Pure Olympia, Kensington
Grand Hall Gallery, T41
09.02. – 11.02.2020

MOSCOW

CPM, Krasnaja Presnja
Hall FO, booth FOH19
24.02. – 27.02.2020

HUTFABRIK SEEBERGER

GmbH & Co. KG

Alois-von-Brinz-Str. 26
D-88171 Weiler

T (+49) (0) 8387/9232-0
F (+49) (0) 8387/9232-32

info@seeberger-hats.com
www.seeberger-hats.com



SEEBERGER
EST. 1950

WWW.SEEBERGER-HATS.COM