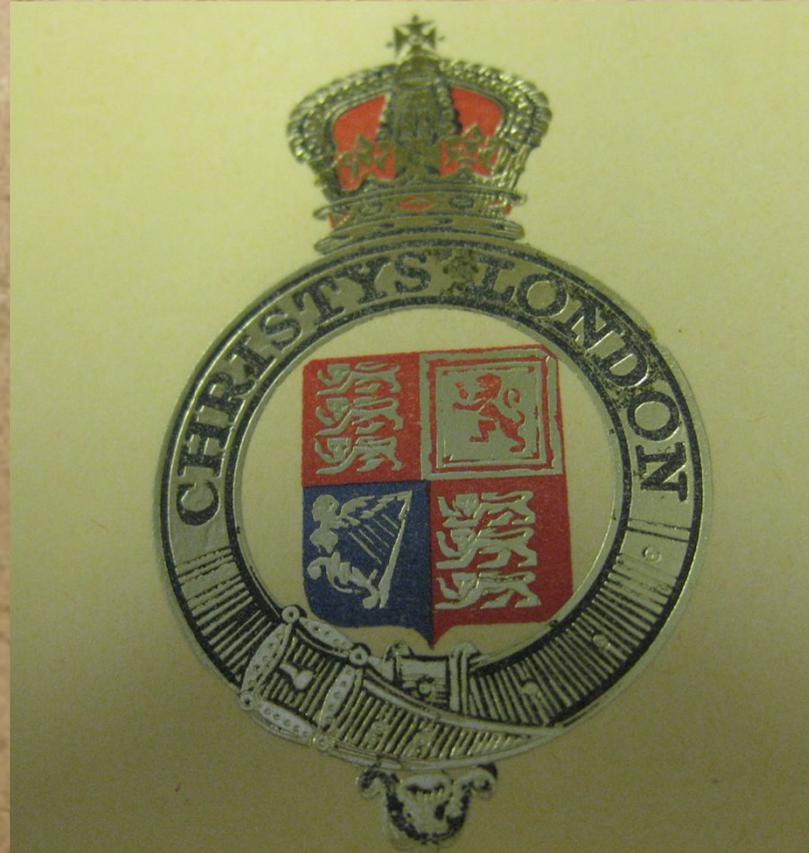


# Christy & Co



Since 1773

*History and Legacy*

*by Irra K*

*With special thanks to*

*The Stockport library and hat museum*

# Family

*During the last six reigns CHRISTYS have built up a name which is recognised as the 22 Carat Stamp on all headwear.*

Six reigns of Royals, and Eight generations of the Christy family have forged the brand of Christys London since it's foundation by Miller Christy in 1773, 237 years ago

Miller, Christy

1763, February 16th.

Indenture of apprenticeship of Miller Christie to William Miller, Hatter, of Edinburgh.

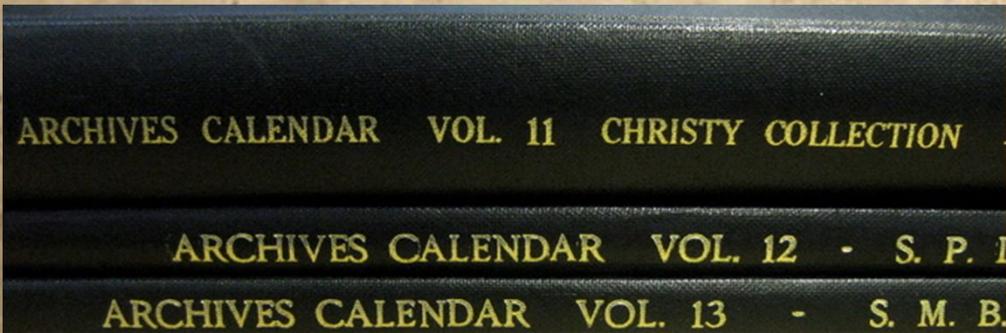
Following his apprenticeship to a Hatter in Edinburgh, Miller Christy created a company that would survive for generations, outliving thousands of hat makers across the former British Empire: by 1864 for example there were 53 hatting firms in Stockport alone. Throughout hundreds of years, the factory was still managed by direct descendants of the founder of the Firm



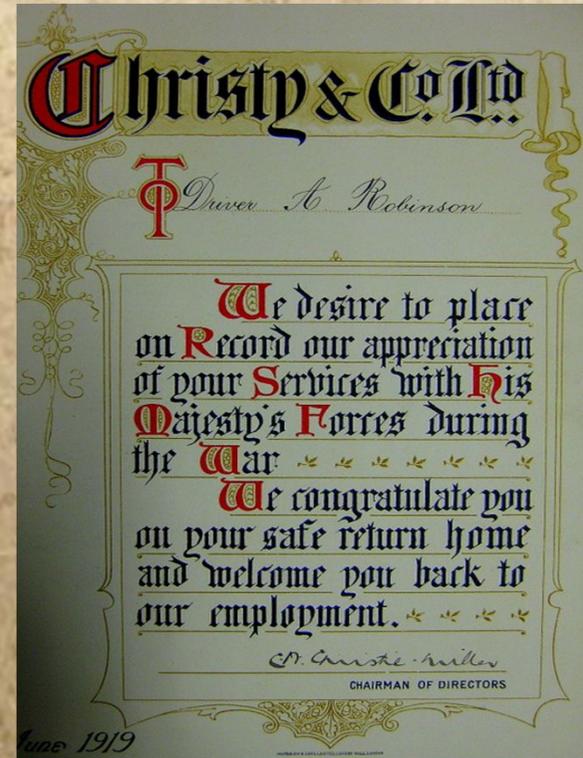
*Miller Christy*



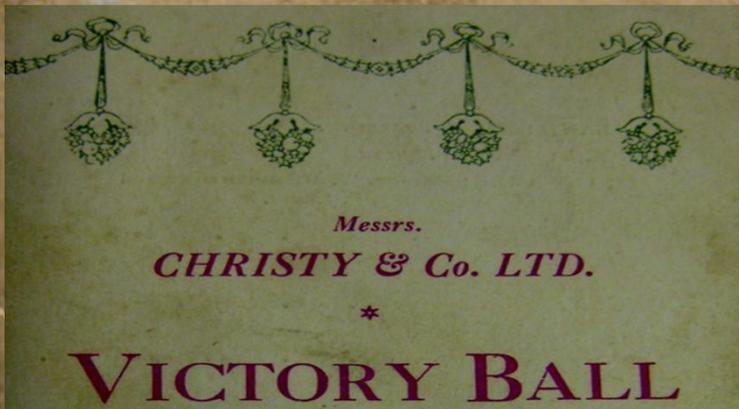
# Values



The Christy Collection in Stockport is testament to the influence the company had. At its height, it employed 3000 local people leaving a valuable legacy



1919  
Christys readily registered their own appreciation of workers' excellent service  
< -



During World War II, hats were not rationed in order to boost morale, and Christys supported the effort within their family-run company, effectively running it like an extended family

*Celebrating Victory as well as mourning the fallen at the end of World War I*

1919, April 26. Memorial service for the employes of Messrs. Christy & Co. Ltd., Stockport, who have fallen in war.

# Trade Marks

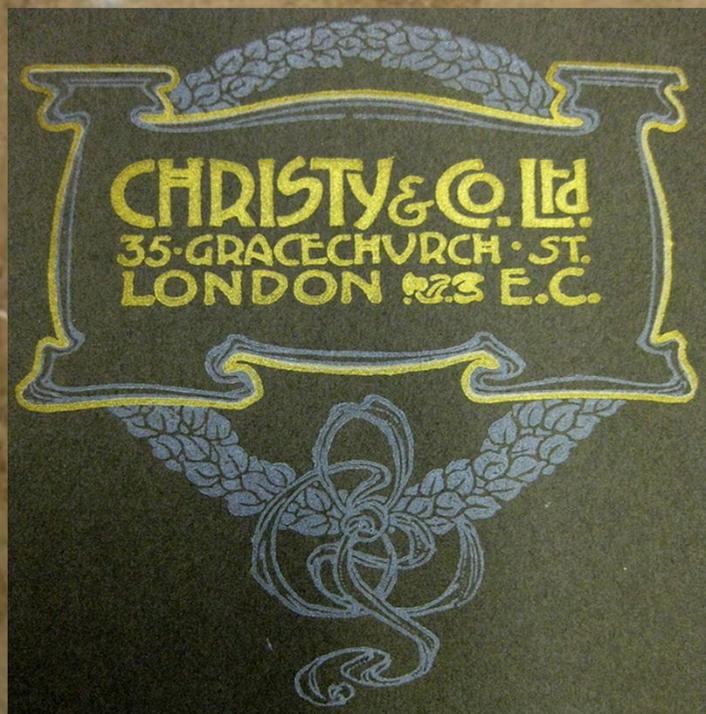
The Stockport Collection of Christy Papers includes a 500 page booklet detailing trade marks registered around the world at the height of the British Empire.

These involve registering the full name, letters 'C', it's insignia, shape, and colours



*Christys' Trade Mark No. 3088 registered 1st March, 1876 under Trade Marks Act, 1st January, 1876.*

*With business expanding to foreign lands, safeguarding the insignia in all it's forms became vital – as we shall see*



In the early days, < - several variations - > of company marks and insignia were circulated, later consolidating into the Christy crown and heraldry which is now recognised the world over

Christy



# Trade Marks i i

In many territories, Trade Marks were either disputed or had to be re-registered. Christy's business expanded to over 44 countries across 5 continents, and with it came trade protection as seen in these papers regarding precedent



Stockport 27<sup>th</sup> Jan'y 1876.

TRADE MARK  
Manufactured by  
BERNARDINI & CO. CANAL STREET,  
LONDON & STOCKPORT,  
TRADE MARKS GLOUCESTERSHIRE

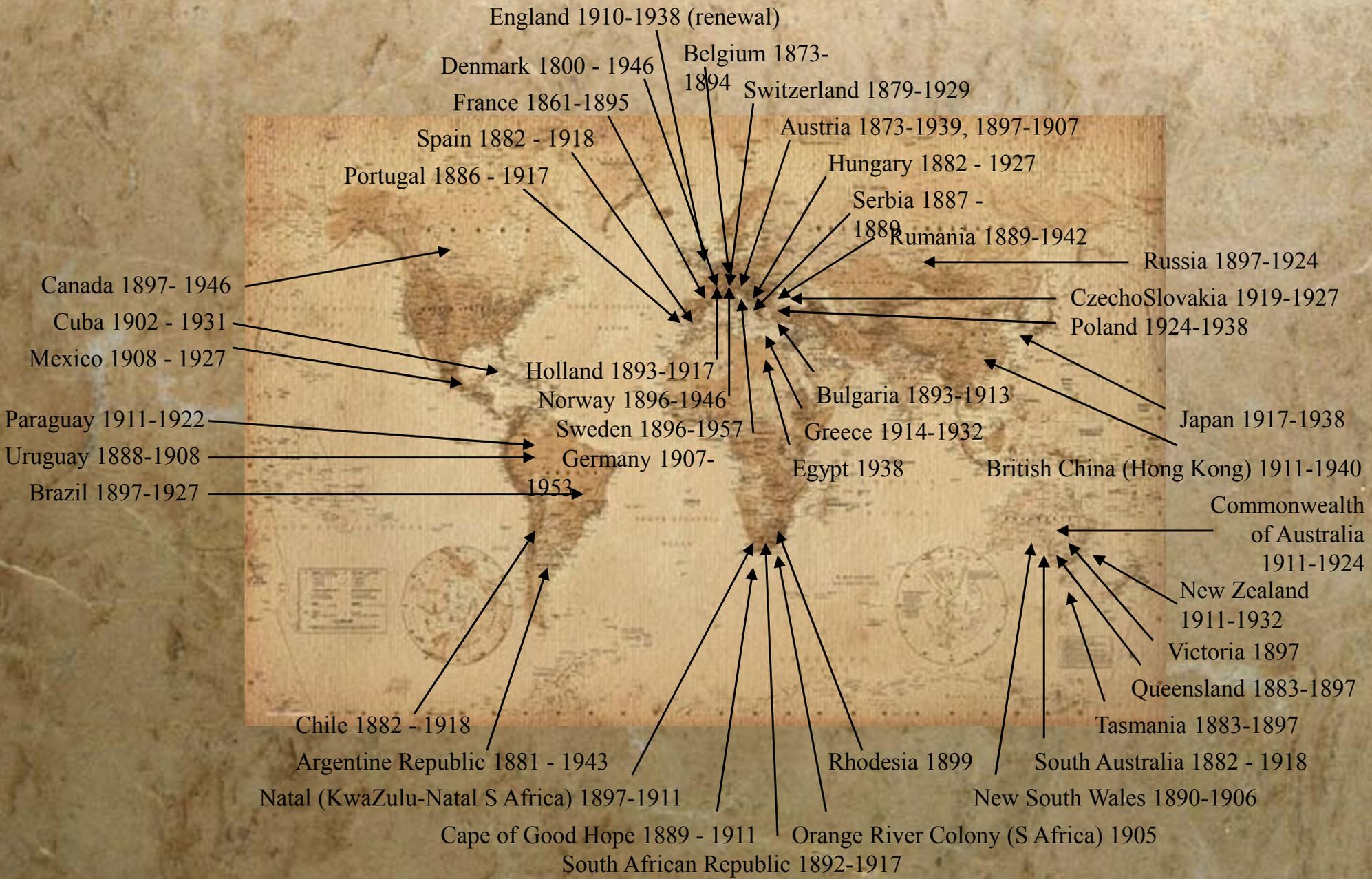
To  
The Right Honourable  
The President of the Board of Trade  
London

Sir,  
We respectfully beg to draw your attention to the sanction which the German Government appears to have given to the piracy of our Name & Trade-Marks by Messrs. F. Klein & Co. of Liegnitz in Silesia

Original Christy's Trade Mark Letter, 1876

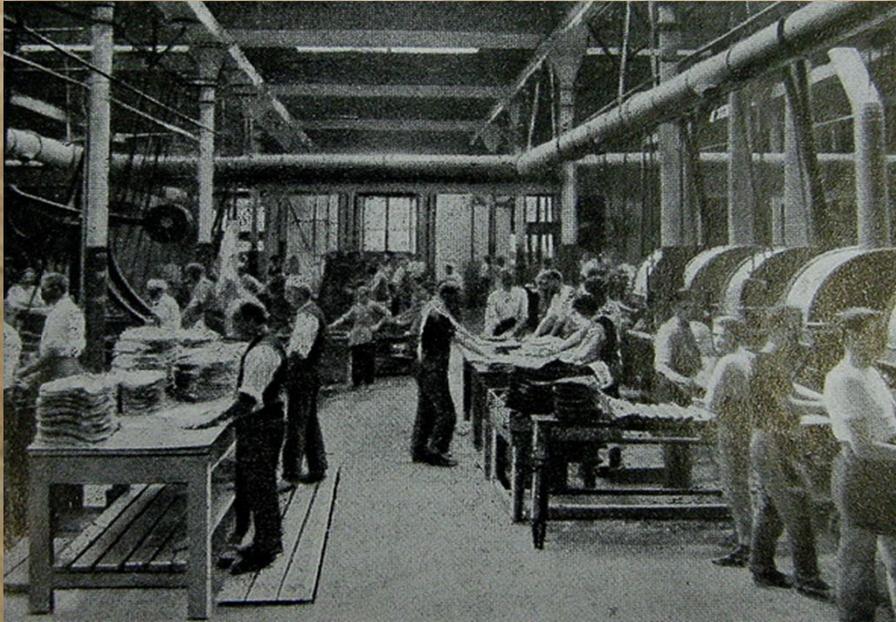
Infringement case v France, c1880

# Around the World



# Back Home

*Factory warehouse c.1940*



*Product testing c.1955*



**The heart of production and quality control at Christy's Home Factory:**



*Hat size blocks, 2009*

**the combination of contemporary science - and time tested, skillful manufacturing by hand, delivered the Christy quality worldwide**



*Hand finished hat, 2009*

# Handmade



Workers shaping the hats in 1960s and below, same table at the present

Inside the Christy Hat: Quality Guarantee of 250 years of skills and artisanal perfection



*Christy Craft*  
- - in  
2009  
...  
and  
1980



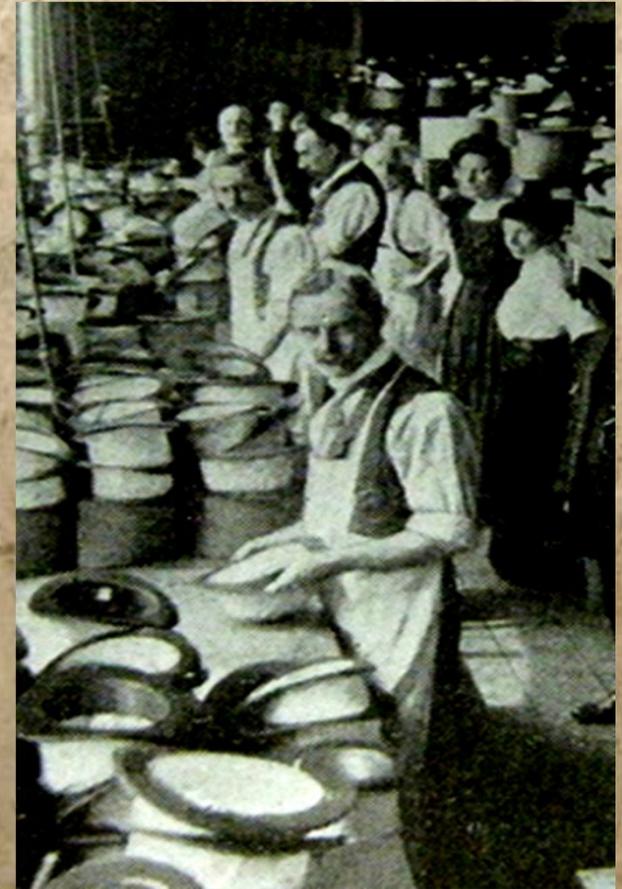
day factory, which is a working museum of hat manufacturing preserved according to the time-honoured craft and traditions of Christys since 1773



# Craftsmanship

At Christy & Co more than 190 different and separate processes will combine to create the quality Christy hats

*Christy and Co factory  
In the 1910s - far right  
And present day - on  
the right. Below, unique  
work stitching through  
each of the hats (2009)*



With some 45 operations involved, many done by hand, the skills of the hat makers have to be developed over many years of specializing in one operation to create the precise bespoke craftsmanship of Christys

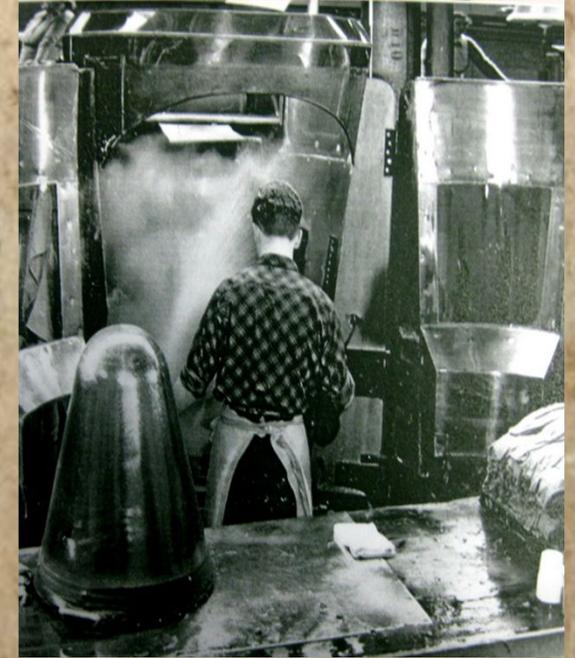
# The Hat Journey

The First step of the process: "**Forming**", whereby each individual hat comes into being. The felt is sprayed with hot water after being drawn to a revolving copper cone suction. It is thus delicately held together in shape.

Next comes the "**Planking**", whereby pressure and hot water reduce the shape to a hard tight strong cone of felt measuring about ten by fifteen inches.

These are then stiffened with a special solution.

*Forming, c1960*



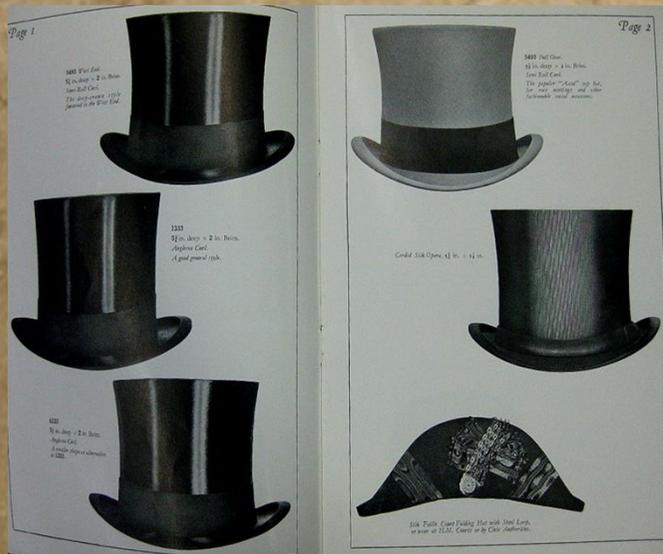
THE PLANKING DEPARTMENT AT MESSRS. CHRISTY & CO'S WORKS

The hats are dyed, then stretched and "**Blocked**" whereby the cone disappears into an individually recognizable shape of a hat.

**Finishing** the hat involves setting the shape under pressure, sanding the surface, trimming the brim then polishing and brushing the hat for a smooth finish.

# Styles – Top Hats

*Christy's Top Hats  
in 1880s below  
And present day ->*



*The silk  
opera hat  
could be  
folded  
away*



By 1900 top hats were made with silk for special occasions for weddings and outings to Dances and the Opera

Christy's top hats : it's place in English history was assured when Prince Albert -> started wearing top hats c1850. The rise in popularity of the top hat led to a decline in beaver hats - their predecessors



In the 1930s when Fred Astaire Gary Cooper, Marlene Dietrich and others, brought it back in favor with the motion pictures. Even the French and English rallied to wearing top hats again with Silver Screen Gods

# Styles - Bowler Hats

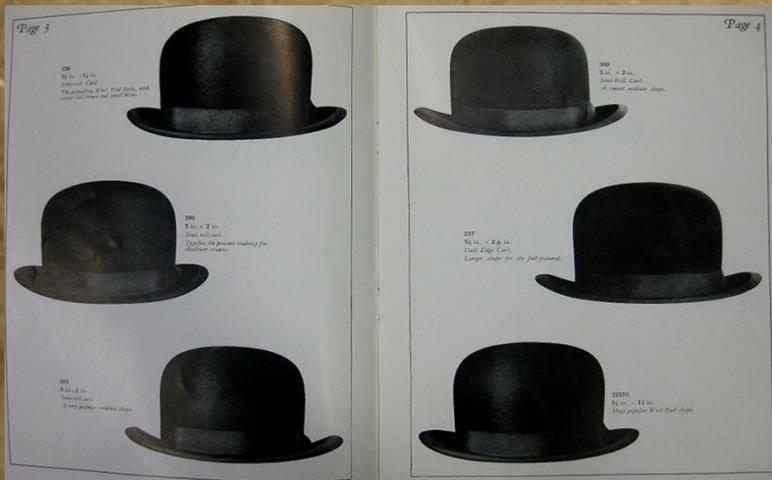


If you buy a fur-felt bowler in UK today it's more than likely it was supplied by Christy Co a business that makes more than 6,000 bowlers a year



*Pink Bowlers  
Christy Factory  
December 2009*

*Bowlers have  
acquired a  
lighter side  
as well as  
retaining  
quality for  
work mode*



The Cholas of the Andes – not the only women to demonstrate that the bowler hat can easily cross gender as well ethnic and social boundaries



# Styles – Trilbys and Panamas

The Trilby derives its name from a play based on George duMaurier's 1894 novel *Trilby*, after such style of hat was worn in the first London stage adaptation

The Panamas at Christy and Co are all imported directly from Ecuador in the rough coned shape, and are finished and blocked by hand by the UK workers to the highest traditional standards

*Trilbys at Christy Factory Dec 2009*



*Trilby shaped **Panamas** at Christy factory Dec '09...Spot the difference with the **Trilbys** on the right*

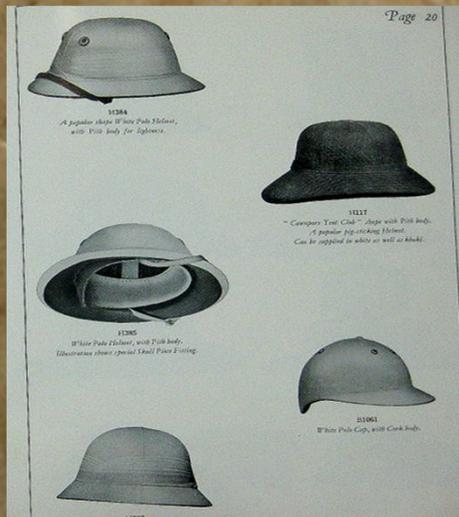
*Christy & Co sold more Trilbys in 2009 than the previous decade of years combined*

# Styles-categories

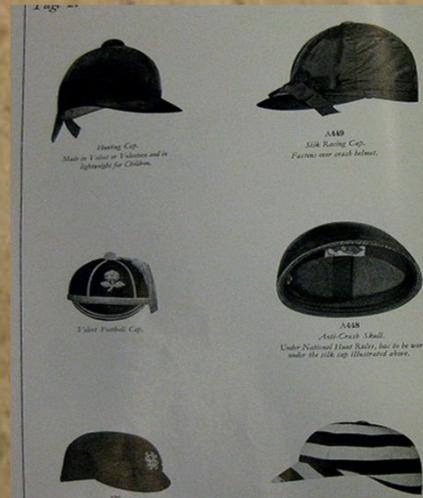
More unusual  
 Styles and events  
 Catered for include  
 Safari and explorers  
 Hats, folding felt  
 and unbreakable  
 Hats as well as  
 Riding helmets  
 A variety of tweed  
 Caps and costume  
 character hats



The only Hat Museum  
 in the UK currently sells  
 a successful Range –  
 including trilbys, top hats,  
 panamas, tweed caps,  
 indestructible fold  
 away hats and even  
 < - Sherlock Holmes hats  
 All of these are of course,  
 hand made by Christys to  
 the highest standards



**Riding**  
**Explorers**  
**Safari Hats**  
**c1900**



# Styles—Helmets

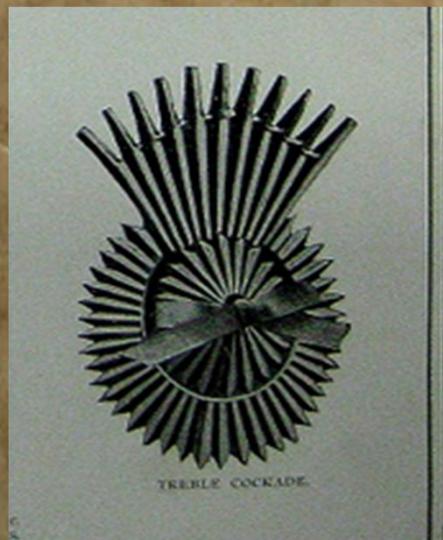


*Police helmet -> today and far right - the Victorian version*



C1890

Christys also supplied Traditionally the Royal Forces. To this day, all metropolitan police sport Christys hand made caps & helmets

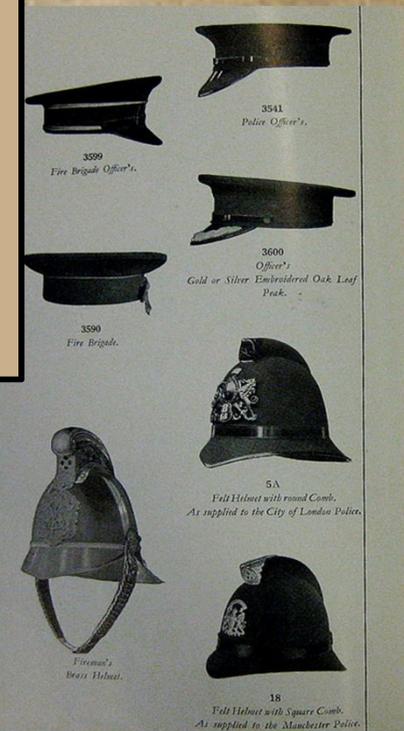


TREBLE COCKADE.



3934  
Police Inspector's.

*Christys Forces Caps c1900*



"A" Type.  
Cork helmet with shell over.  
As approved by the Home Office and supplied to the Metropolitan Police.

"C" Type.  
Cork Body. Alternative helmet recently approved by the Home Office.

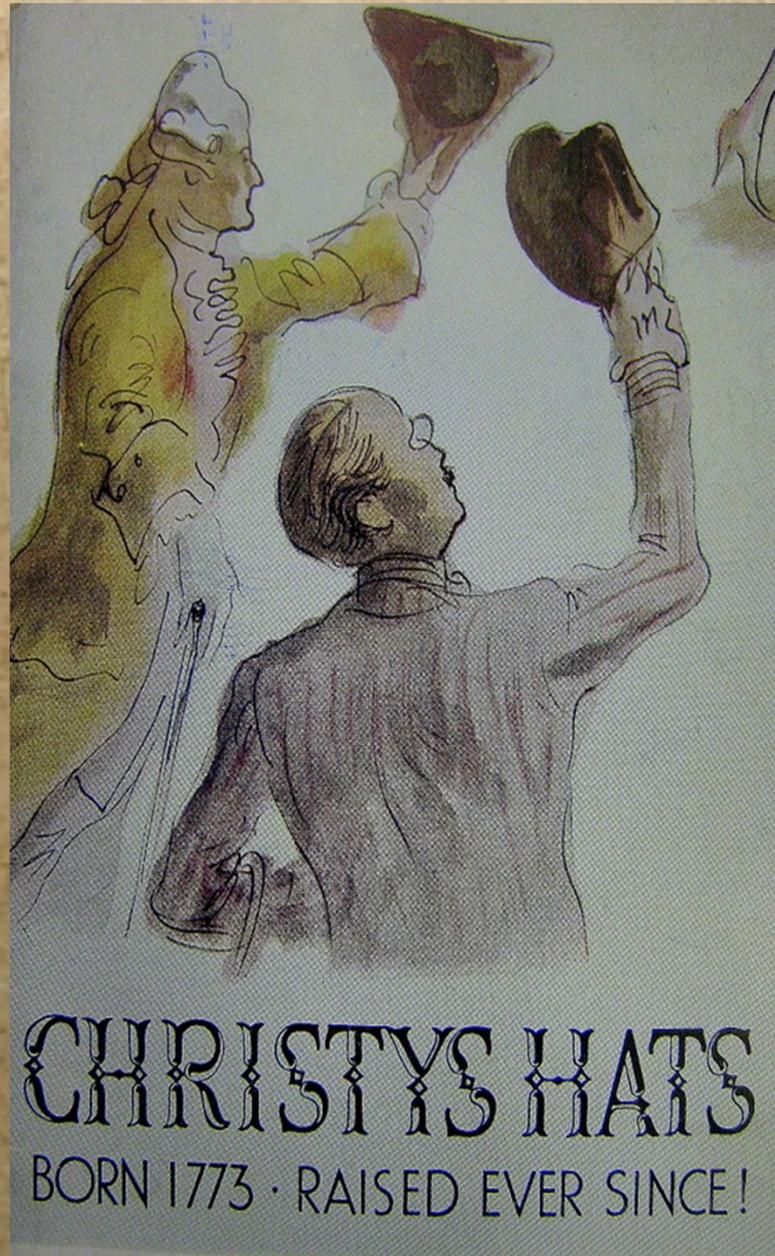
5A  
Felt Helmet with round Comb.  
As supplied to the City of London Police.

18  
Felt Helmet with Square Comb.  
As supplied to the Manchester Police.

# Advertising

A gentleman's hat was often treated much like a proper recommendation and introduction into a social circle

His character and manners would be judged according to the quality, the condition and the origins of the hat he was sporting at that crucial moment



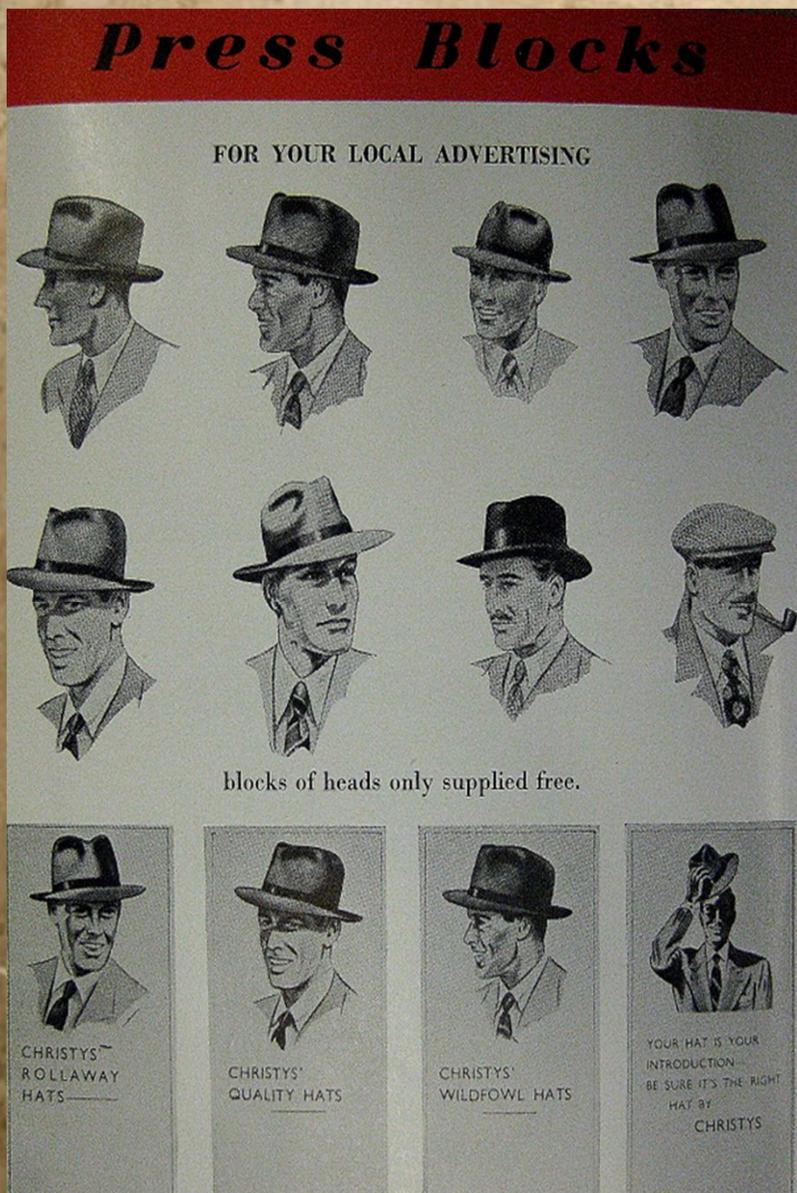
The Christy Hat is known for surviving Eight Royal Reigns and Six generations with Christy Family directly involved in the company

It speaks of years of skills amassed by Christy and Co with unparalleled workmanship and individual attention to each detail

# Advertising

1952

1890



*Press features issued to cut-out-and-keep*

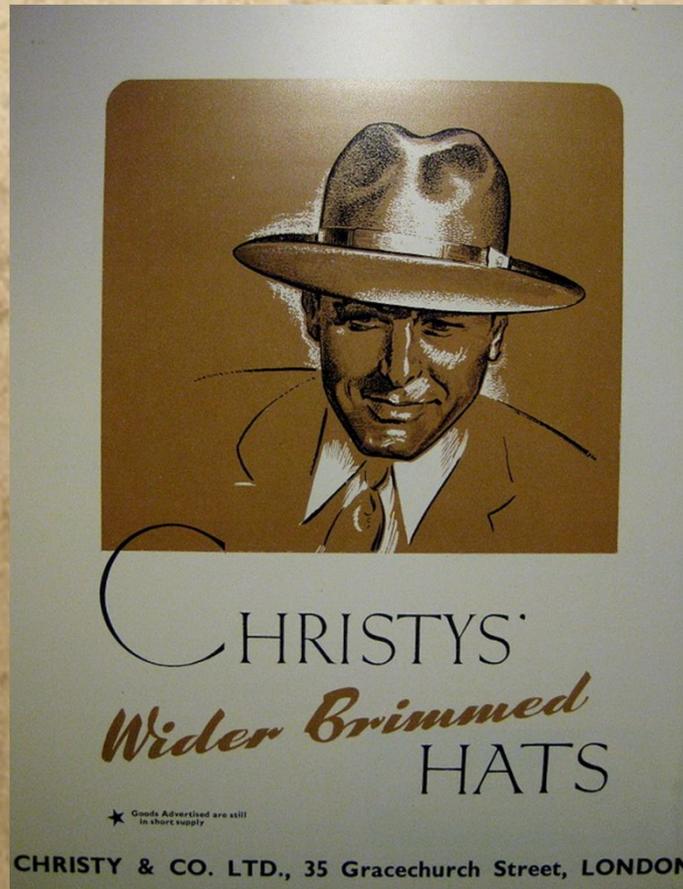
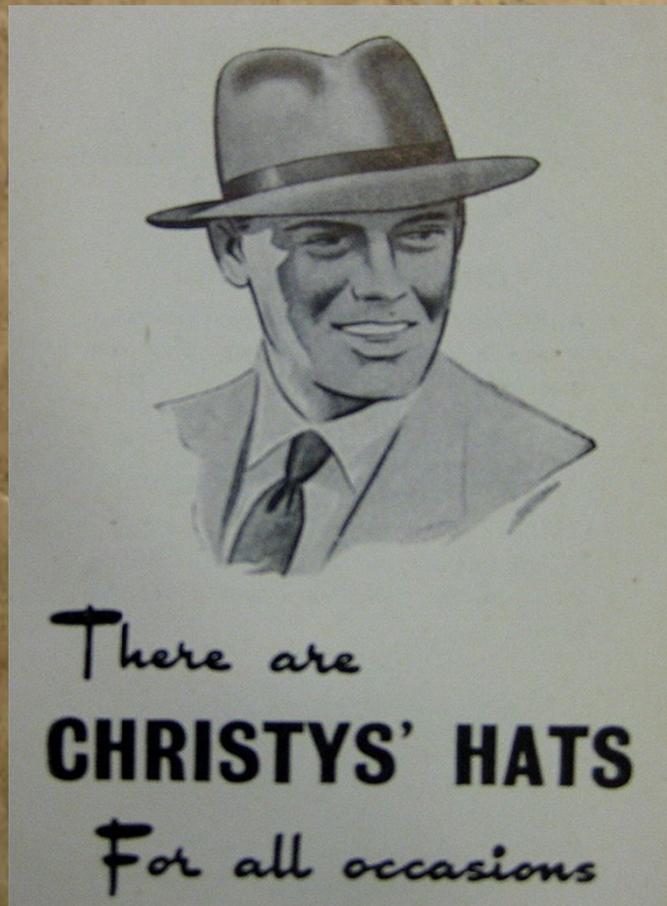
Traditionally Christys Used head blocks to Promote new styles And developments in Product to the public

In the post-war 1940s And 50s, a good hat Marked a gentleman And his character As seen below



# Promotion

Christys poster campaigns focused on the upstanding ladies and gentlemen of the day. Using colours and photographic techniques replaced earlier sketches and drawings of the past era

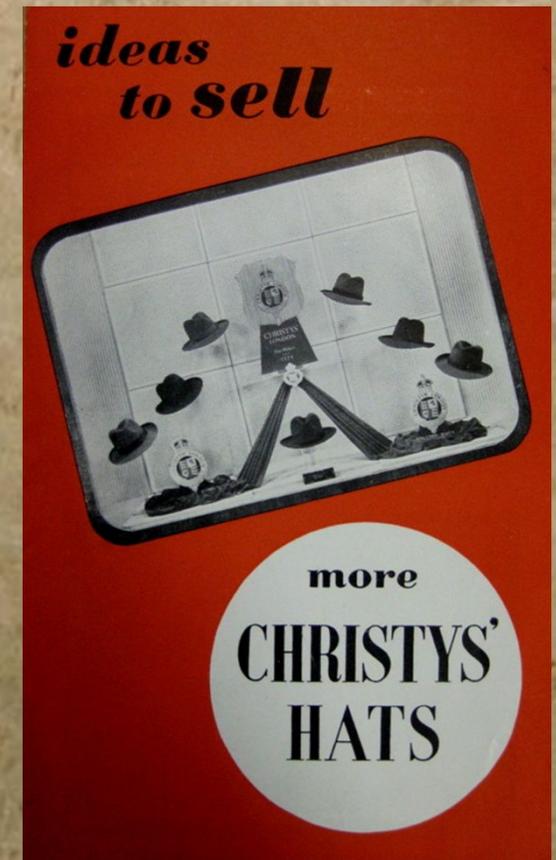


1940s

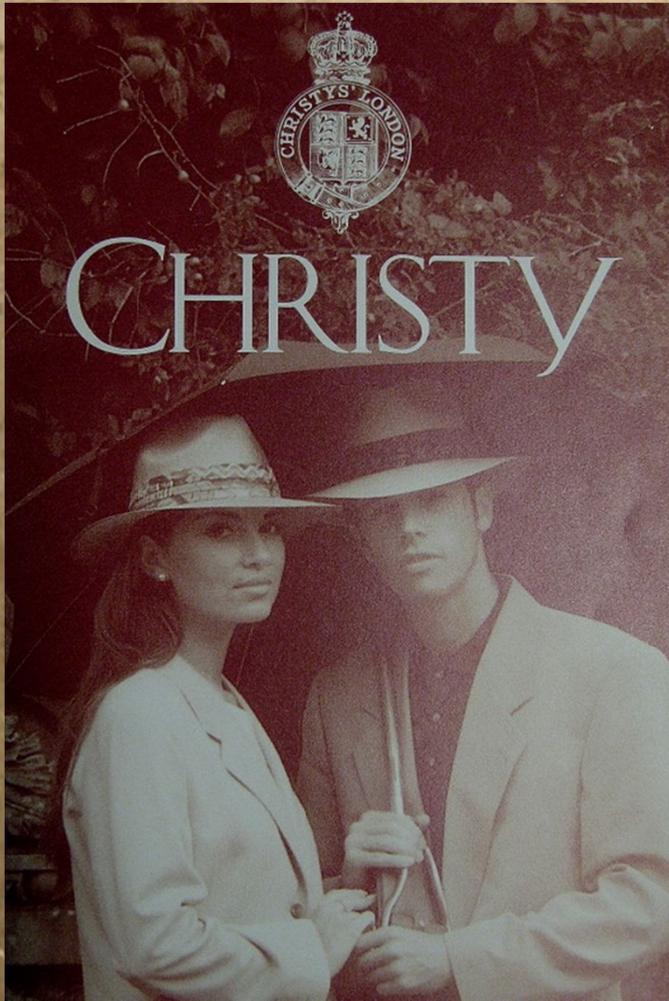
After the World Wars, men returning from Allied forces were obliged to wear a hat for a certain time as part of their de-mod process, from six weeks to a few months

A booklet for Ideas to Sell more Christy Produce advised on Window displays as Well as positioning In the press

1952



# Promotion

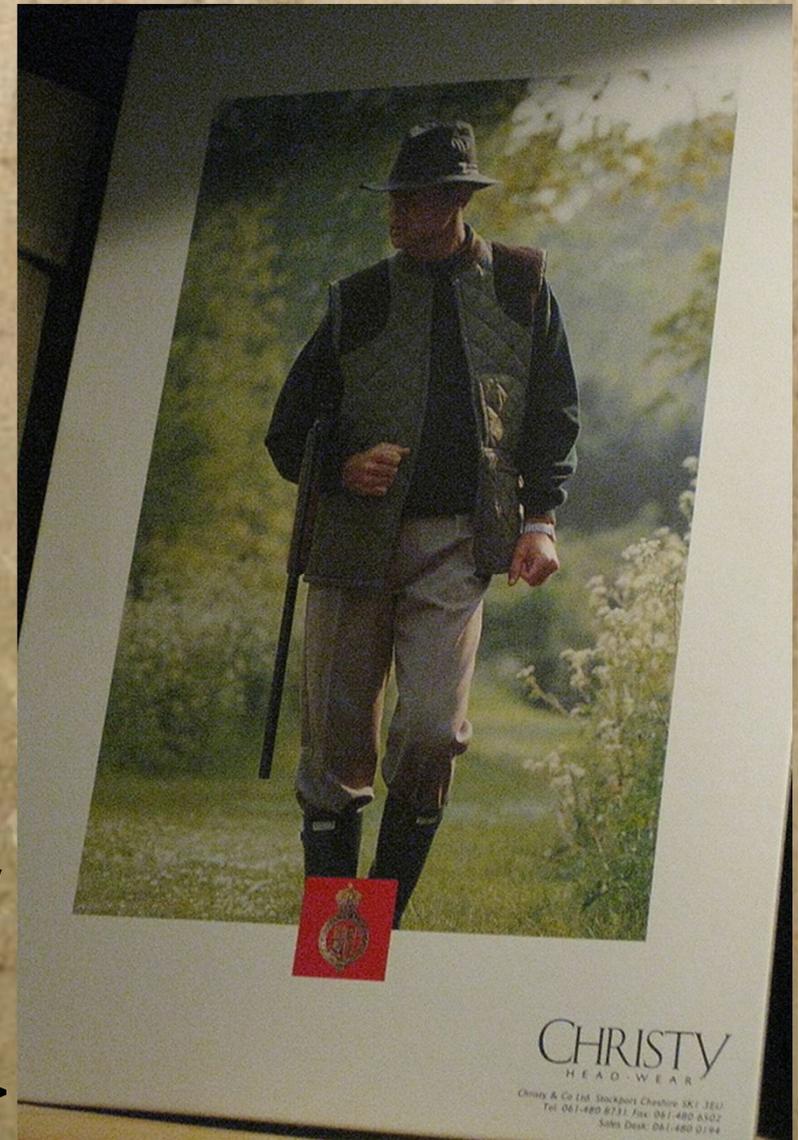


1980s

With Princess Diana's fancy for wearing a good hat, the fashion for a Christy Classic was relaunched, a sophisticated look in the style of the princess inspiring women <- as seen here

By the last decade of 20<sup>th</sup> century, the Christy Product was largely aimed at well-to-do men And women partaking in country sports such As horse riding and shooting, as seen here ->

Christy's Catalogue  
poster pages  
from the 1990s





# Miniatures

"Nice things come in small packages"

These were sent out as free gifts to gentlemen's wives, who would then purchase life-sized versions for their husbands while shopping



Miniatures (2009)

Journeymen hatters made some of the examples here, as demonstration pieces illustrating the skills they had learned throughout their apprenticeship. Miniature hats were generally one sixth of full size.

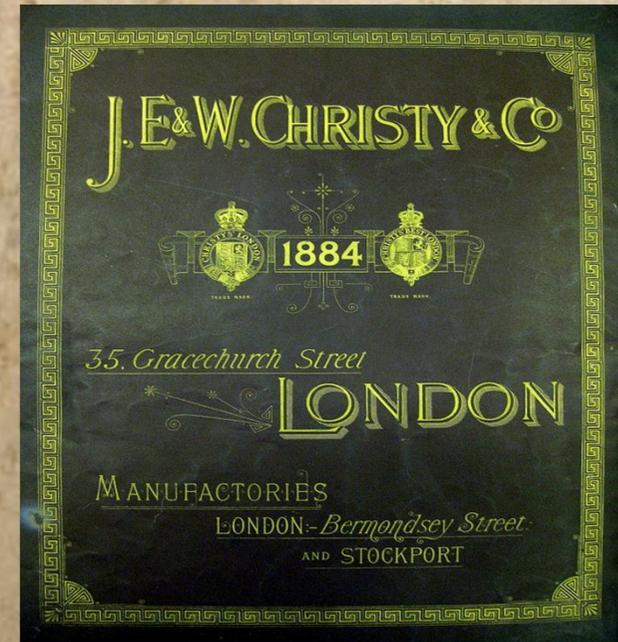
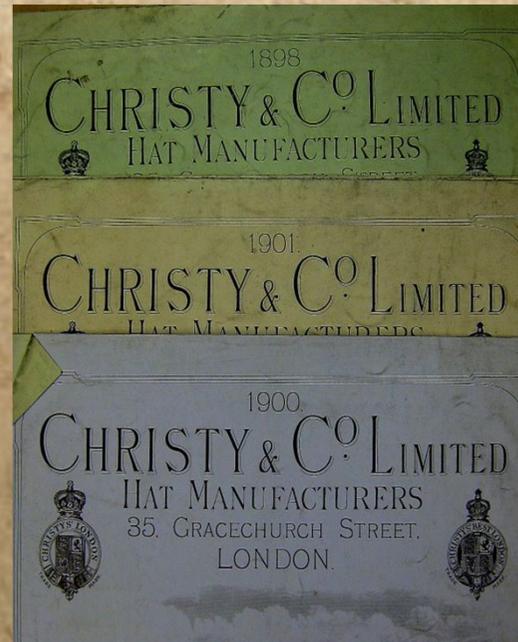
Small hats such as these were also used by travelling sales representatives as samples and demonstration pieces.



They were later sent out in the 70s 80s to be used in department stores to sit on the counter and attract customers, usually in traditional shapes e.g. Top Hats, Trilbys - the full works of leather and bands. Not in their own right but merely as a customer attraction until 1995

# Catalogues

These opulent Catalogue Covers promised solutions for the public which were vital, considering “one was not properly dressed without a hat”



Overtime, as we can see the covers changed and simplified, although continued to feature every style imaginable, with a dozen or so bowlers alone...Christys, indeed, catered "for every occasion"



# Historical Recognition

Christys swept the board with international trade competitions and prize medals for hatting quality

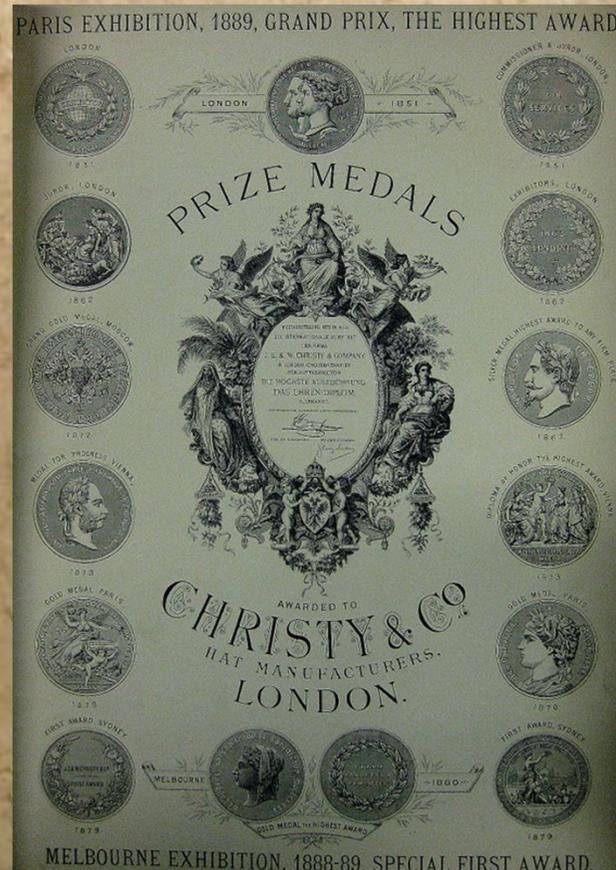
*Industry honours from London Moscow Paris Vienna Melbourne.....*



**Christy & Co., Limited**  
PRIZE MEDALS & HONOURS  
awarded to  
CHRISTYS' HATS

LONDON (Medal) ... ..	1851
LONDON (Medal) ... ..	1862
PARIS (Highest Award) ... ..	1867
MOSCOW (Grand Gold Medal) ... ..	1872
VIENNA (Medal for Progress) ... ..	1873
,, (Diploma of Honour) ... ..	1873
PARIS (Gold Medal) ... ..	1878
SYDNEY (First Award) ... ..	1879
MELBOURNE (Gold Medal) ... ..	1880
,, (Gold Medal) ... ..	1888
PARIS (Grand Prix) ... ..	1889
ST. JOHN'S, N.B. (Diploma) ... ..	1890
GRAHAMSTOWN (Cert. of Merit) ... ..	1899
TOKYO (Medal) ... ..	1907
BRUSSELS (Grand Prix) ... ..	1910
TURIN (Grand Prix) ... ..	1911

1850 - 1911



1890s



1910s



# Celebrity

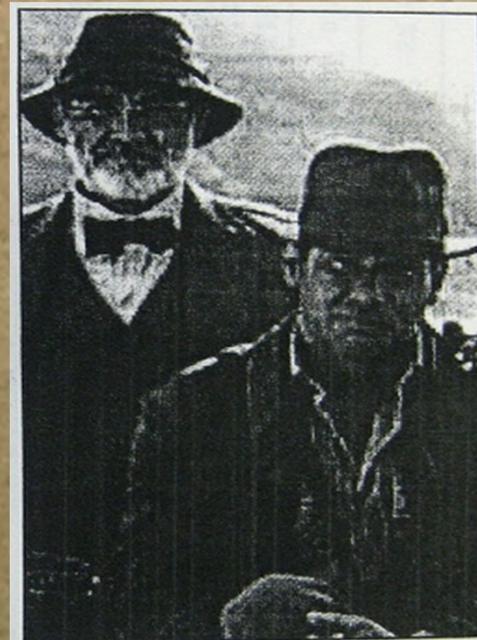
# Head



Mad Hatters Tea Party. Illustration to the fifth chapter of Alice in Wonderland by John Tenniel. Wood-engraving by Thomas Dalziel. Image courtesy of: [www.victorianweb.org/art/illustration/tenniel/alice](http://www.victorianweb.org/art/illustration/tenniel/alice)

What do the House of Commons, Sean Connery, Kate Moss and the Mad Hatter have in common?

In *this* case, the answer is Christy Hats. Their quality and looks have long attracted fans of fame and fortune



ICONS: Connery, Ford – and that hat



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Below, the strategy of “hats for sophistication” is adopted by blondes from Britney Spears to Paris Hilton the latter wearing a Christy's fedora hat for "cool spotters" <http://coolspotters.com/hats/christys-hats-macy-fedora>

# FAME GAMES

Women's Christys' hats are some of the most sought after hats by fashionistas such as Lindsay Lohan, Kate Moss and Sienna Miller



Having graced the covers and pages of leading women's fashion magazines like In Style, OK Magazine, and Elle magazine, Christys' Crown hats are the hottest fashion for every season.

# Fame and Power

In 1995 the Honorable MP Bennett wore a Christys Top hat in the House of Commons to make a Point of Order, an Ancient Parliamentary tradition



*Winston Churchill*



*Liza Minelli*



*Laurel & Hardy*

**Christys supplied hats to many prominent men and women, including the iconic Sir Winston Churchill**

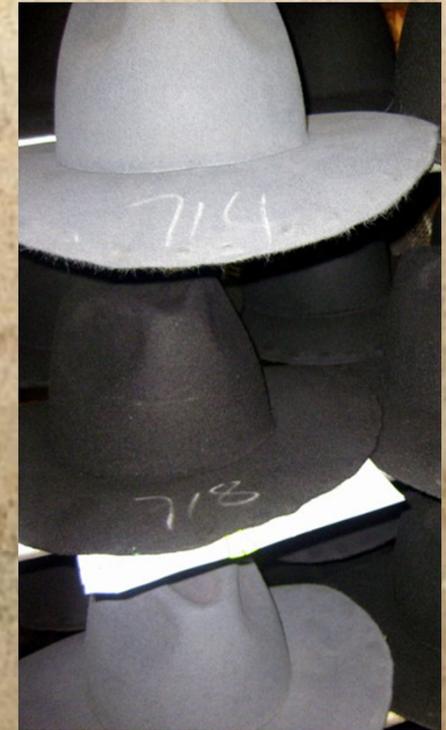
*Many celebrities including Bat Masterson, The Son of Man by Magritte and Hercule Poirot all wore a bowler*





*Kate Moss*

**Most recently Kate Moss, the top model and Designer's Darling, had asked for a bespoke hat to be made by Christys, to match her clothing and accessories for a private event**



*Grey fur felt at Christy Co 2009*



*Trilbys stored at Christy Factory*

The Christy team delivered an exquisite Grey Fur Felt Trilby, in luster finish. This sparked the fashionable trend of the Trilby Tribes, with Christys selling more of their Small Brim Trilbys in 2009 than any other year of the decade

# From King to Godfather

Don Corleone



1974

Anthony Eden



1955

Edward VII



1908

**The Godfather Hat, worn by the lead character Don Michael Corleone in the Godfather Films is in fact the "Homburg Hat" Made by Christy's of London. The style became popular in 1899 as worn by Edward VII Prince of Wales, while in 1930-50 it was famously preferred by Prime Minister Anthony Eden**

When the sun never sets on your empire,  
you'll need some proper shade. Here's the answer!

# The Royals

Many regard Charles II as the trendsetter and the first Dandy. The Dandies favoured felt and top hats over crude beaver hats, and with their royal patron ushered in the age of Hats for Elegance

*The Term "Vanities" was used in referring to Hats in 15th Century Britain*

*Charles Windsor*



*Charles II*

**I'LL EAT MY HAT!**

According to the Oxford English Dictionary, the phrase is much older than that, and first appears in 1660 in the form 'eat old Rowley's hat' Old Rowley was the name of a horse, which was a favorite of Charles II, becoming a challenge and the saying

# A Christy's Royal Visit

*Queen Mother meets Mrs Alice Goulden and Miss Taylor (forelady)*

Series	Class No. S/J 48	Accn. No. 44869	Negative ✓
Photographer/Source Original photolent by Mrs Alice Goulden.			
Date 1963	Copied By Robert Durn.		
Subject Mrs Alice Goulden (seated) Miss Taylor (forelady) Visit of Queen Mother to Christy's	Copyright ✓		



**In 1963 the Queen Mother visited Christy's factory in Stockport taking a personal interest in both the new developments and the artisan skills preserved by Christy's workers**

Two decades earlier, the Guide Book to Christy's and Co talks of the fact that "we [Christy's] had the honour of making miniature hats for the queen's Doll's House" referring to the future Queen Elizabeth II

# Hats and

## Development

*Princes William and Harry 2007*

Using Christy insignia and royal garter

\*Sue/Hannah to reply

In 2009, Christy and Company won a tender, to become a supplier of head wear the Palace. Should the Royal Family be content after five years, then Christy and Company shall be granted the highly coveted Royal Warrant



Hats were popular again in 1980s  
After Diana the Princess of Wales used them to add a sense of sophistication to her persona in the early days of her marriage

*Princess Diana  
C1989*



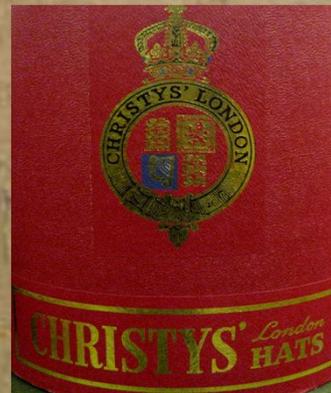
# Packaging

The large, red hat boxes with the "Christys' London" name embossed in gold are a familiar sight wherever quality hats are sold

Throughout the world when people see a Christy hat they know there has been no compromise in quality and that the hat on their head bears the tradition started by Miller Christy in England many years ago



The Christy Box is currently stocked and successfully retailed, online and off, as an international accessory



## (CHRISTY'S HAT BOX)

Price: £9.99

Hat Type: Men Hat

Hat Brand: Christy's

### Options

Colour

As pictured

Size

One Size

Unique in colour and design it is used in it's own right as a beautiful and a fashionable container

THANK

YOU

For Your Attention



*Hats Off to You!*