

# AKUBRA NEWS



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## AUSTRALIA'S CITY MEN HAVE DISCOVERED AKUBRA HATS

**Australian men, and particularly those working and living in our cities, are developing a love affair with hats and particularly with Akubras.**

The young have turned to Akubras because they consider them the new fashion statement and older men because of advice from their skin specialist or plastic surgeon.

Men and women working in the outdoors and particularly in the country areas have always known of the importance of an Akubra to offer sun protection.

They are an iconic part of the landscape.

Back in what we might term the "olden days," no man was ever seen without a hat and photographs from those times prove it.

**Welcome to the new look Akubra News.**

**We have aimed for a modern, cleaner design that is easier to read but still gives you all the information you want about our great products.**

**Hope you enjoy it.**



The trend changed when caps became fashionable but now, the evidence suggests, we are on our way to turning full circle.

Some of that evidence comes from two sources – one based in the heart of the trendiest part of Sydney's shopping district and the other from the epicentre of Brisbane's retail district.

The upsurge in the interest in hats versus caps comes on top of the release of a report from the Cancer Council of Western Australia which warns that caps are virtually useless in offering sun protection.



*Continued over...*

**TRENDY: Dale Olsson from Brisbane's The Hat Box.**

## EXCITING OFFER TO ALL RETAIL CUSTOMERS

Enclosed with your copy of the Akubra News is a retail gift voucher for \$150 available to be used with the new range of Luggage and Accessories. Any retail customer that orders goods to the value of \$1,000 including GST before 30 June will be entitled to this discount. Full details on how to redeem this offer are outlined on the voucher. This now is a perfect opportunity, if you are not already doing so, to stock this new range of Akubra branded products.

If you require any further information on this offer, or would like to generally enquire about the new range of Luggage and Accessories, please do not hesitate to contact your local Akubra agent or contact Roy Wilkinson at head office on 02 6562 6177 or email [info@akubra.com.au](mailto:info@akubra.com.au)



# CITY MEN DISCOVER AKUBRAS

From Page 1...

That report is dealt with on page three but it warns that many cancers occur on the ears and back of the neck which receive no protection from caps.

Robert Carroll from Sydney's Strand Hatters said the demand from young people for Akubra hats was amazing and unexpected.

"I don't know why but it's apparently the new fashion accessory among the inner city young and we can't keep up with demand," he said.

"The young people living in the inner city see them as trendy headwear and they

are becoming more and more noticeable as you walk through those areas.

"It's almost as if we are going back in time to when everyone used to wear a hat.

"Perhaps the young people are becoming more conscious about covering their heads when out in the sun."

Dale Olsson from Brisbane's The Hat Box is finding the demand for hats coming from a different sphere.

"My shop is close to the law courts and I am having more and more barristers and solicitors coming in to

buy dress hats," she said.

"Often they have come straight from their doctor still wearing bandages after having a skin cancer removed or are still sporting fresh scars.

"They have been told to buy a hat.

"Often they buy two or three to match each of their suits.

"The spin-off is that some of their colleagues see how smart they look, realise the need for sun protection and are in coming to buy hats before they have to see a doctor."

## RACE DAY CROWD HEAD FOR THE HAT BOX

When Dale Olsson is not fitting men into stylish Akubras to keep the sun at bay, she is catering to the race day crowd, particularly at the start of the year for the Magic Millions carnival at the Gold Coast and at this time of the year with the Brisbane winter carnival in full swing.

While she stocks a large range of women's hats her Akubra range is restricted to men's dress hats.

"The Hampton and the Bogart are the most popular followed by the Stylemaster although we do sell a few top hats," Dale said.

"Those top hats are usually for people lucky enough to be off

to England for the races at Ascot.

"At this time of the year, with the winter carnival in full swing, we are flat out, often with couples coming in to buy a hat each."

And last month she had a young man buy a bowler for the Scone (NSW) carnival, the richest two days of country racing in Australia.

When she is not selling hats, Dale is writing about them in her Chatterbox column on her web site.

It's a gossip column with style and some exceedingly stylish fashions shown off in the large range of photographs.

## AKUBRA AND TUPPERWARE FIT TOGETHER SO WELL



**PERFECT FIT: Three of Australia's delegates wearing their Akubras with pride.**

Akubra is a name synonymous with Australia and Tupperware is a company that is synonymous with most Australian households.

It was a perfect fit then, when these two premium product teams came together at this year's Tupperware Brands Asia Pacific Conference in Macau.

Australia and New Zealand's 280 representatives joined 8500 excited participants from all over the Asia Pacific region.

Our two countries were a 'stand out' amongst the crowd courtesy of their smart uniforms and their stylish Akubras. Tupperware's Events Coordinator, Michelle Bach, explains...

"Every country wore a themed uniform and nothing shouts out Aussie more than Akubra," Michelle said.

"All the Australian representatives wore fawn Akubras and the New Zealanders wore black Akubras.

"Our two countries were small in comparison to the other larger delegations, but we really stood out due to our uniforms.

"The reaction from the other country representatives was amazing and quite overwhelming.

"Hundreds and hundreds of delegates from all over the Asia Pacific region wanted to inspect the hats, try them on and get photographs with the Aussie/Kiwi Team.

"While the conference was held over one day, we had three days of sightseeing and many members of our team wore their Akubras on those outings.

"It wasn't hard to determine who was from Australia and New Zealand.

"Some of our people were so proud to have an Akubra they even wore them on the plane over and back ... and better still, they got to keep their Akubras when they returned home which brought an even bigger smile to their faces."



# WELCOME TO AUSTRALIA. TRY AN AKUBRA FOR SIZE

Conference organisers or as they are more correctly known, Business Event Planners, from North Asia, South East Asia, North America, the UK and New Zealand, along with 15 media representatives descended on Australia for the Dreamtime promotion.

Akubra's Manager, Corporate Direct, Dugal McIntyre, was at one function, with his fitting station, to introduce some of the delegates to Australia's iconic headwear.

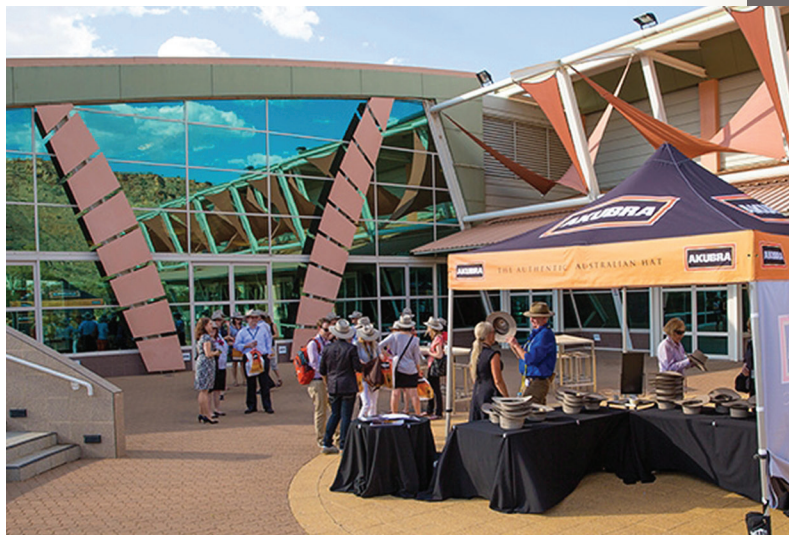
The three day Dreamtime, hosted by Tourism Australia, the Melbourne Convention Bureau and Tourism, Northern Territory gave the 86 planners and media a broad taste of Australia as a destination for corporate incentives.

The aim was to illustrate Australia's point of difference from other markets.

They were taken to Hayman Island, climbed Sydney Harbour Bridge, visited the Opera House, the Museum of Old and New Arts in Tasmania, Rochford Wines in Victoria's Yarra Valley, were introduced to Australia's abundance of fresh produce, presented with some of the tailored activities available at our wide range of top class golf courses and visited several wilderness areas including Ayers Rock and Alice Springs.

It was at Ayers Rock, at the Sails In The Desert Resort, that Dugal caught up with them as they watched a dot painting demonstration, and fitted 25 delegates from England and New Zealand with Akubras.

He also promoted the fitting station as a feature for any conferences that delegates might eventually bring to Australia.



**WELCOME TO AKUBRA:** Dugal McIntyre at work to the Akubra fitting station.

## DITCH THE CAP. GET AN AKUBRA

**Akubra hats have been given the thumbs up and rated as EXCELLENT for sun protection while baseball caps have been rated as virtually useless.**

Akubra recently had its hats independently tested again for Ultraviolet Protection by the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA) and they provided us with an Ultraviolet Protection Factor Report and an Ultraviolet Factor (UPF) rating.

Akubra Hats are still rated at UPF 50+ and as such are classified

as EXCELLENT under the UPF Classification System. This is the highest classification achievable under this system.

Meanwhile the Cancer Council of Western Australia has warned that baseball caps offer virtually no protection from the sun.

Instead, the council is urging anyone going out in the sun to use wide-brimmed hats that provide far more shade to the face, ears, neck and shoulders.

"A huge number of skin cancers occur on the ears and the back of the neck and a cap is almost useless at preventing that. It's not far off walking around hatless," Mark Strickland, manager of Cancer WA's SunSmart program, said.

"They don't keep the sun off and research shows they are essentially useless."

## AKUBRA'S ACCESSORY RANGE POPULAR IN SYDNEY

Sydney siders have taken an instant liking to the new range of Akubra accessory products.

Robert Carroll from Strand Hatters said sales of the new accessory range had exceeded expectations despite their release only late last year.

"They were particularly popular around Christmas, obviously as gifts," Robert said.

"The passport wallet, travel wallet, travel tags and duffle bags were our best sellers.

"There was quite a bit of press and advertising about their launch and people were coming in to look for them.

"It is going to take a few years for people to get used to the range but they are great accessories to the Akubra belts."

**POPULAR:** The black croc travel wallet, a must for every trip.



# MUSTANG JENNY IS LOW, FAT AND MEAN!

She's called Mustang Jenny, and in the world of Touring Car Masters' racing, this is one low, hot, fat machine.

And what's more, Akubra is a sponsor.

Touring Car Masters racing involves what are called "muscle cars"; the big, awesome classic cars from the 60's and 70's, full of power, big sound and big tyres.

They are favourites in the support races at all the major circuits in Australia, and this type of motor sport is growing rapidly.

Sydney business man Don Dimitriadis has always had a passion for motor sport and in 2012, bought the Mustang, sent it to Savy Motorsport in Melbourne for re-building, and then created Thunder Road Racing Team Australia.

When Don put the team together, he went looking for sponsors and Akubra came on board.

Motor racing has a massive following in Australia and the plan is to see more Akubras in the pits and eventually on the heads of fans.

The Thunder Road race team and support crew from Savy Motorsport did their bit at the Adelaide V8 Supercars this year, where the Touring Car Masters were a showcased support category.

They found time in between fine-tuning the Mustang for a group photo.

The Akubras are never off the heads on race days and the car proudly carries Akubra branding on the rear bumper.

Mustang Jenny, described on the team's web site as "low, fat and mean", boasts a 500 plus horsepower dry-sumped 302, new G-Force box and TruTrac rear end.



She is driven by 27 year old Will Vining, a rookie to this type of racing, but one who had an early baptism to motor sport in his father's 400hp Torana hatch back.

This month, the team heads to Darwin for the V8 Supercar Skycity Triple Crown event at Hidden Valley raceway.

"The Akubras will definitely be a big help for us in Darwin," Savy Motorsports' Jill Savvy said.

"We will definitely fit in... everyone wears Akubras up there!"

**SUPPORT CREW: Mustang Jenny's crew take a break to show off their Akubras.**



## CHAPS MENSWEAR RE-BUILDING AFTER FIRE DESTROYS EVERYTHING

Caloundra (Queensland) retailer Neville Reid is "old school" and it was that outlook which helped him when his business, Chaps Menswear, was recently destroyed by fire.

"We lost everything, including our computer system, but I am old school and had kept manual records, including our invoices and had them at home," Neville said.

"That was some help in what was a very stressful time."

The fire broke out in the store's electrical switchboard during the night and it was not until 11.30 that morning that the fire brigade left, only to return later in the afternoon to put out spot fires.

"It was an intense fire and we lost everything," Neville said. "Unfortunately our winter stock had just arrived and we lost the lot."

Not to be deterred, Neville is re-building and hopes to have the shop, in Caloundra's main street, open by mid-August.

"We want to be well and truly up and running before father's day," Neville said. "It's one of our busiest periods."

In the meantime Neville has opened a pop up shop around the corner.

"It's not in the main street but the locals have been great and they have found us and supported us," Neville said.

"It is only a small store and we are limited with the amount of stock we can carry but at least it is something.

"All our suppliers, including Akubra, have been very understanding and offered us as much help as we need which is a really big comfort."

And when it comes to Akubra, products from the leisure range such as the straw styles are the big seller in this seaside paradise.

"We are only half a kilometre from the beach and they are the styles beach goers prefer," Neville said.

## FACTORY HOLIDAYS

The factory will be taking its traditional one week's holidays in July commencing on Friday 4th July. This will allow us to conduct regular maintenance. We will also be conducting computer maintenance during this period. Accordingly there will be no despatch service available on 4th, 7th and 8th July. A limited despatch service will be available from 9th July. Normal services and production will return on Monday 14th July. We apologise for any inconvenience that this may cause customers.

