



# NEWS



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## FUN COLOURS BRING AKUBRA TO LIFE AT FASHION WEEK AUSTRALIA



Akubra hats in shades of black, blue and tomato sauce red

On the 14th of May at the steps of the Sydney Opera House, one of Australia's top designers, Dion Lee, proudly opened Mercedes Benz Fashion Week 2017.

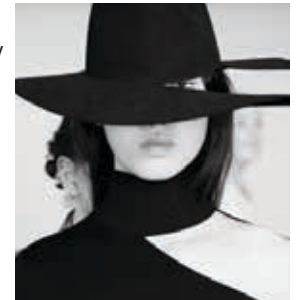
Akubra was asked by Dion Lee to help him create some new colours in the Riverina Style Akubra Hats for his new men's collection launched at Fashion Week.

Dion set out to impress the crowds with vibrant colours to set him apart. Akubra created one-off styles for the event.

The launch event was a high fashion version of a Bachelor and Spinster Ball and the Akubra brand was showcased to a global audience.

As reported in the Sydney Morning Herald:

"Instead of the food dye-covered fancy dresses usually seen



at B&Ss, Lee's version of the iconic country meet 'n' greet featured deconstructed wide-brimmed Akubra hats in shades of black, blue and tomato sauce red along with R. M. Williams boots with Cuban heels."

It looks like the Akubra is back in high fashion so be prepared!

[Read the article here](#)

## JACKIE CHAN FITTED OUT AT STRAND HATTERS SYDNEY

Martial Arts mega star Jackie Chan is now the proud owner of two new Akubras thanks to the Strand Hatters on George Street, Sydney.

Jackie Chan's acting career spans five decades including big name films like Kung Fu Panda, Rush Hour and The Accidental Spy.

It was certainly an accidental meeting for Stephen Keir Junior and Strand Hatters team member Rhees Goodridge who were both in the store at the same time Jackie Chan visited this May.

Jackie Chan purchased an Akubra Stylemaster and Akubra Leisure Time. Head Hatter and Milliner Robert J Carroll said they often have celebrities shop in store to purchase culturally iconic brands like Akubra.

Robert revealed Jackie Chan has visited before and is a bit of an Akubra fan. "Jackie is very private and kept to himself but was very obliging when asked for a quick snap!"

Mr Chan is living in Australia to film his next movie. Let us know if you spy an Akubra in the action.



Strand Hatters Rhees Goodridge, Jackie Chan and Stephen Keir Junior

# AKUBRA SPONSORS GYMPIE MUSIC MUSTER



As an Australian owned business Akubra is proud to sponsor the Gympie Music Muster 2017 which has a 100% Australian homegrown lineup.

The festival showcases Australian country, rock and roots music including headline acts Jessica Mauboy and Travis Collins.

Celebrating 36 years of mates, music and making a difference, the

iconic Gympie Muster is a festival like no other.

The peaceful setting at Amamoor Creek State Forest Park comes to life every August for one of Australia's biggest celebrations of music and camping under the gum trees. So Akubra is right at home.

Now in it's 36th year the Gympie Music Muster is a fundraising initiative of the Gympie Apex Club for their chosen charity Mates 4 Mates.

With 40,000 festival-goers over four days that's a lot of Akubra Hats working their magic.

The Muster is held on the last weekend in August 24-27th. [www.muster.com.au](http://www.muster.com.au)

[View the Aussie Lineup here](#)

[View highlights from the 2016 Gympie Music Muster here](#)

## WEARING IT WELL



American television host, author and political commentator, Mika Brzezinski, received an Akubra Hat from Australian Ambassador to the USA, Joe Hockey



Rosie Batty at a subsequent book signing wearing her chosen Akubra.

The International Women's Day Breakfast organised by Hastings Women's Business Network, Port Macquarie, raised an amazing \$15,500 for the local Domestic & Family Violence Specialist Service.

Guest of honour Rosie Batty, 2015 Australian of the Year, spoke to a record crowd of 370 guests.

Rosie was presented with an Akubra hat as a gift of thanks from the region. Rosie was asked to choose from three different coloured Akubra hats and the crowd helped her decide with their clapping and cheering.



# AKUBRA IN THE NEWS

This season we've featured in the following high profile magazines and online publications:



Country Style Magazine and Qantaslink Magazine



Australian Country



Slow Magazine



GQ Magazine



## SBS Small Business Secrets

Tune into SBS on Demand to catch the replay of Small Business Secrets. Managing Director Stephen Keir IV was interviewed about Akubra and the success of our brand. Aired June 2017.



[Click here to visit page](#)

## FATHER'S DAY PROMOTION TO DRIVE TRAFFIC TO YOUR STORE



Retailers are encouraged to 'Celebrate Dad' in the lead up to Father's Day with a special promotion. Customers who spend \$180 or more in your store will receive 25% off all belts online.

This promotion is open to all customers. Retailers do not have to stock the belt range in store as the special offer is redeemed online. The promotion will be valid from 1st August - 15th September.

- When a customer spends \$180 or more they visit akubra.com.au to complete the online form
- The customer uploads a receipt for proof of purchase to redeem the discount code
- Akubra will send the customer an email with a code to complete the online purchase

### Retailers promotional package

- The Father's Day Promo Shelf Edge Strips - to be placed in the Akubra area in store

- The Celebrate Dad QR code will assist customers in store with registration
- A new A5 Father's Day Standee will assist with more information in store, on the counter and in displays

Akubra will run a national marketing campaign in the lead up to Father's Day this September.

# AKUBRA HANDCRAFTED BOOK LAUNCH AT ROYAL EASTER SHOW

“What do you think when you hear the word Akubra? I think of the Keirs. I think of Kempsey. I think of Australia. I think of quality. I think of authenticity. It’s part of the fabric of this wonderful country we live in.” *Peter Overton*

The official launch of the Akubra Handcrafted celebration book took place at Sydney Showgrounds during the Royal Easter Show. Situated in the skydeck, with views of The Man from Snowy River performance below, friends and guests of Akubra gathered to celebrate this iconic Australian company’s story.

Special thanks goes to Bounce Books who brought the concept to life. The team transformed our story from an idea to inspiring words and images on the page. And then from a book to a fabulous launch event, captured in a beautiful short film you can watch online.

Watch the highlights from Akubra Handcrafted Launch [here](#)

“We kept our Akubra thinking-hats on and thought of ways to repurpose the beautiful and historic content from the book. Our aim was to create the same feeling of authenticity, quality and hands-on approach of Akubra that the book evokes so well,” said Neil Montagna-Wallace of Bounce Books.

“Beyond the ‘facts and figures’ from way back in 1876, the real story was far deeper and more meaningful than that. This is a business full of good people, and so it was quickly clear that interviews would form a key element to the project. Personal stories interwoven with historical and current photographs and advertisements takes readers on a visual ride as detailed as the hat-making process itself,” added Neil.

Retailers can buy six books and get one book free. For more information on how to order please contact your Akubra representative or head office on 02 6562 6177 or email [sales@akubra.com.au](mailto:sales@akubra.com.au)



Top: Akubra Handcrafted on Display

Bottom: Champagne all round as Akubra celebrate the launch of the Handcrafted History book



Top right: Peter Overton – MC for the evening – Stephen Keir III on screen



Bottom right: Stephen Keir IV – Managing Director



# AKUBRA HANDCRAFTED BOOK LAUNCH AT ROYAL EASTER SHOW



Andrew Angus – GM Sales & Marketing, Dean Morison – Coee Sydney, Raju Vuppalapatti – CEO RM Williams, Mark Muller – Editor in Chief – RM Williams Outback Magazine



Jessica Keir, Ali Waddington, Olivia Waddington, Stephen Keir IV, Stephen Keir, Laura Keir



Stacey McIntyre, Wendy Keir, Stephen Keir, Nikki McLeod



Peter Overton – MC, Andrew Angus – GM Sales & Marketing, Neil Montagna-Wallace – Author, Bounce Books



Bernard Searle – Searles Winton QLD (Akubra hat he brought to the event)



Neil Montagna-Wallace – Author, Bounce Books



Gabby and Anthony Lattanzio – Lattanzios, VIC



The crowd enjoys the launch



Peter Overton, Stacey McIntyre, Nikki McLeod, Stephen Keir

[Click here to see the movie of the event](#)

