

C h r i s t y & C o



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

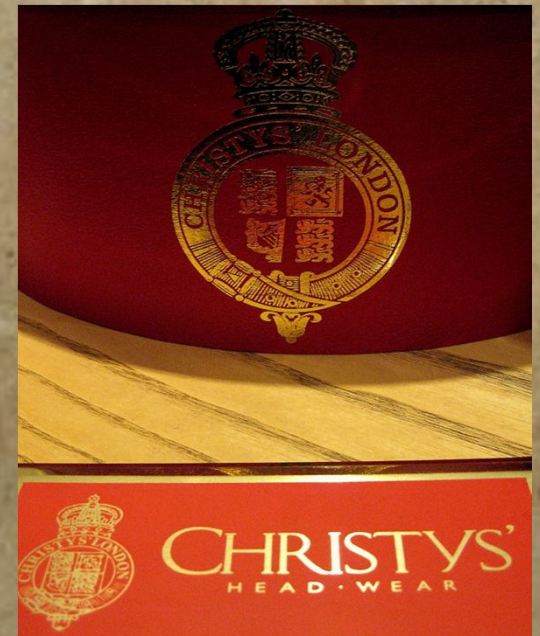
1763, February 16th.

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

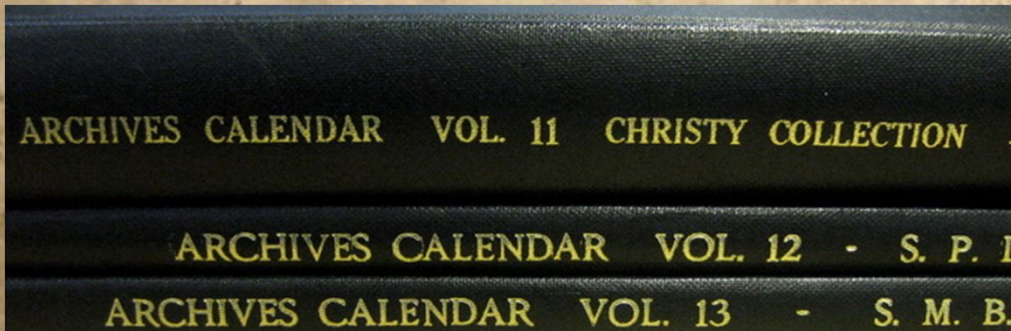
Following his apprenticeship to a Hatter in Edinburgh, Miller Christy created a company that would survive for generations, outliving thousands of hat makers across the former British Empire: by 1864 for example there were 53 hatting firms in Stockport alone. Throughout hundreds of years, the factory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



Miller Christy



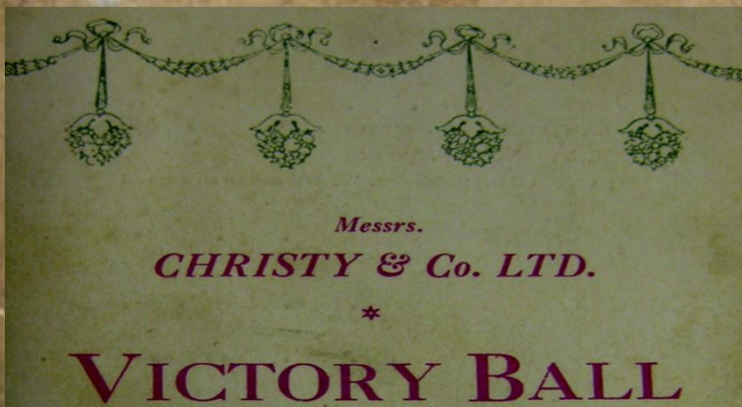
Values



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

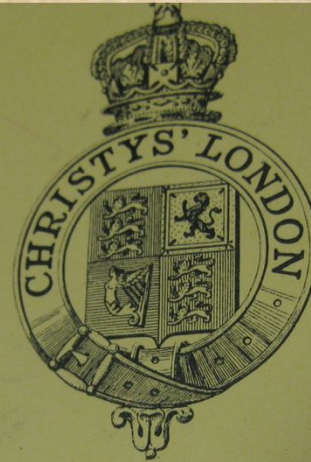
*Celebrating Victory
as well as mourning
the fallen at the ->
end of World War I*

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

Trade Marks

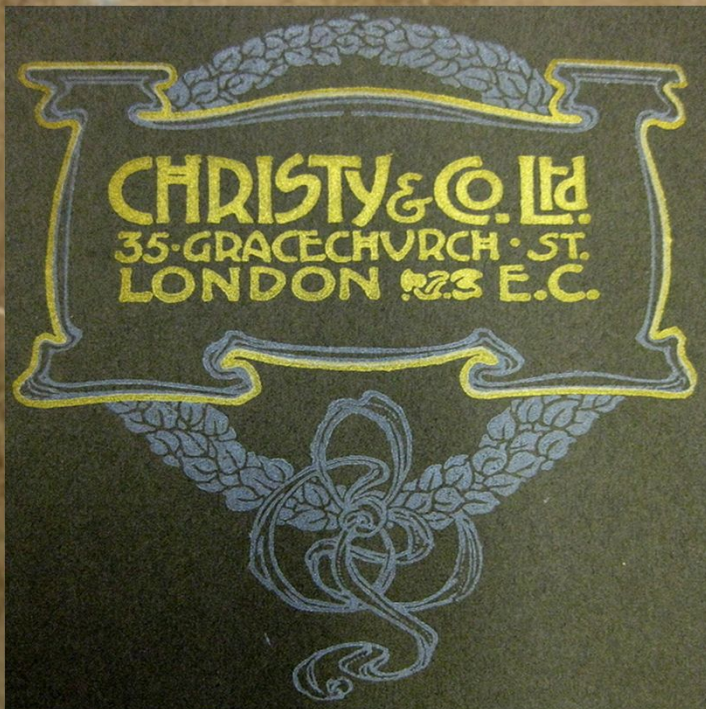
The Stockport Collection of Christy Papers includes a 500 page booklet detailing trade marks registered around the world at the height of the British Empire.

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

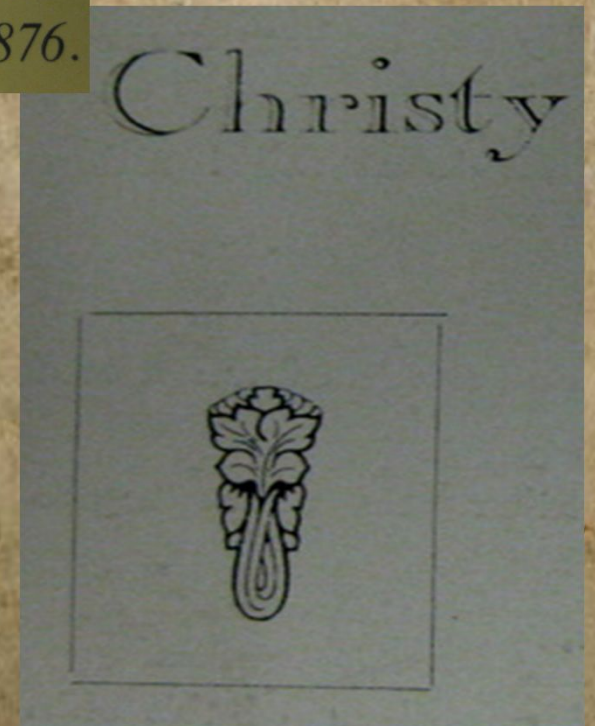


*Christys' Trade Mark No. 3088
registered 1st March, 1876 under
Trade Marks Act, 1st January, 1876.*

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

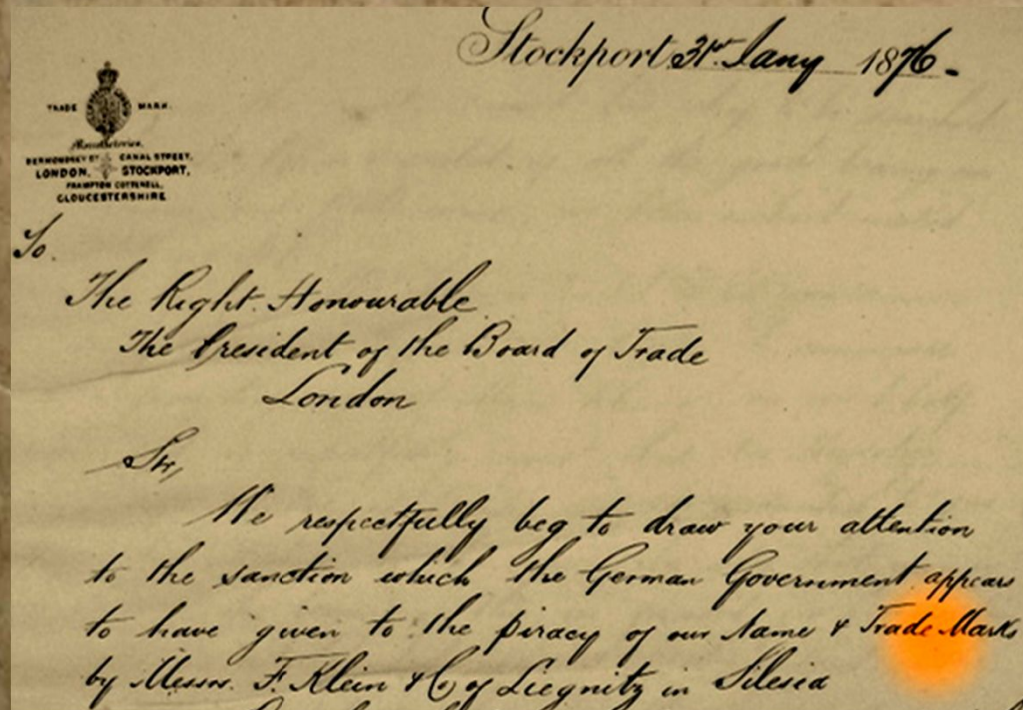


In the early days,
< - several variations - >
of company marks and
insignia were circulated,
later consolidating into the
Christy crown and heraldry
which is now recognised
the world over



Trade Marks ii

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

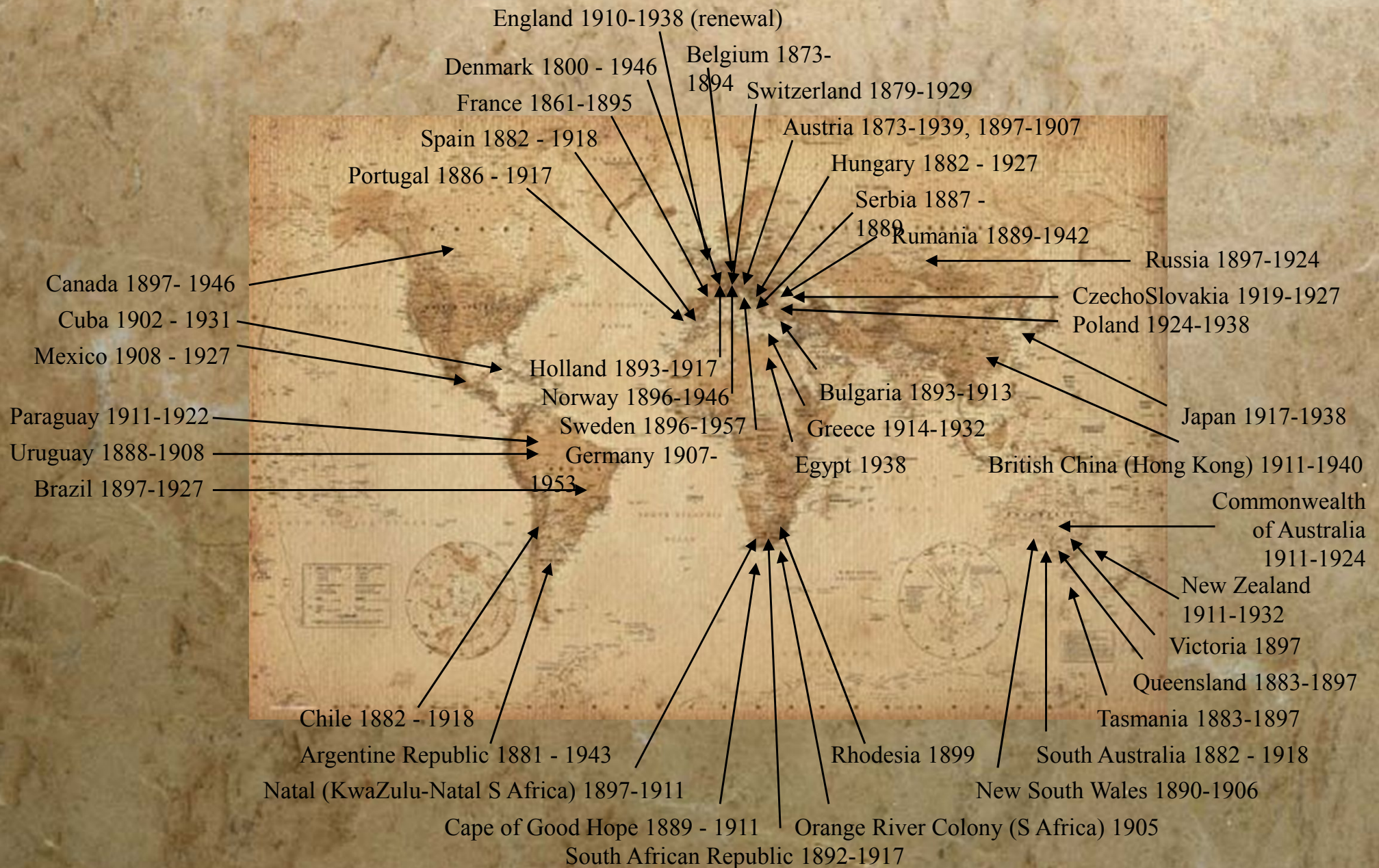


Original Christy's Trade Mark Letter, 1876



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*



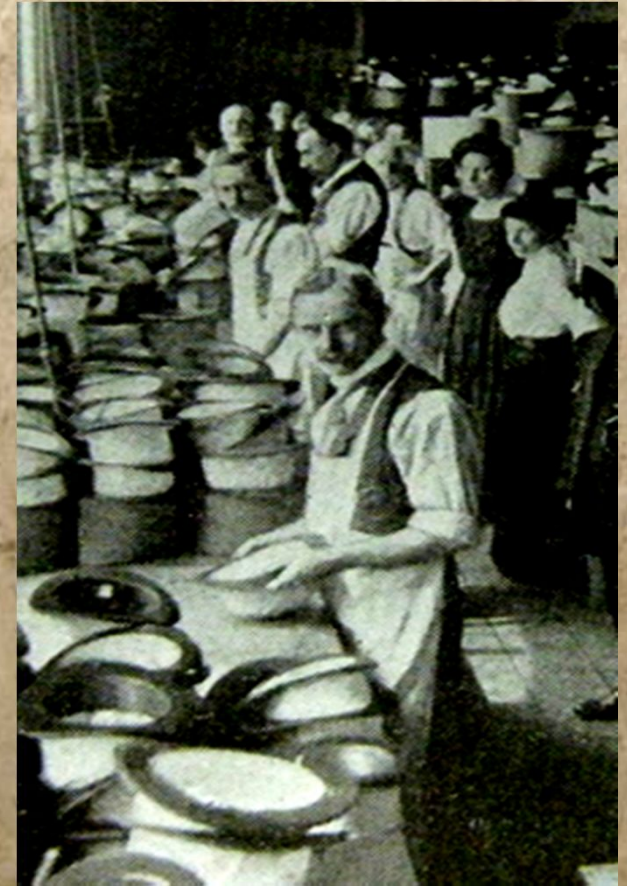
day factory, which is
a working museum
of hat manufacturing
preserved according
to the time-honoured
craft and traditions of
Christys since 1773



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



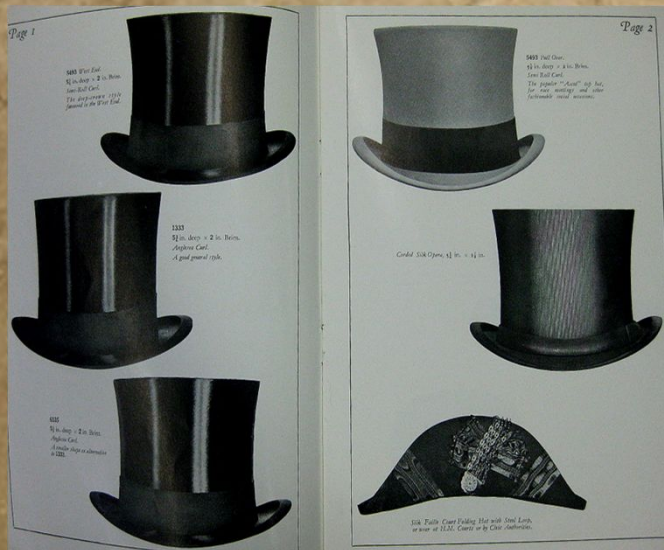
THE PLANKING DEPARTMENT AT MESSRS. CHRISTY & CO'S. WORKS

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

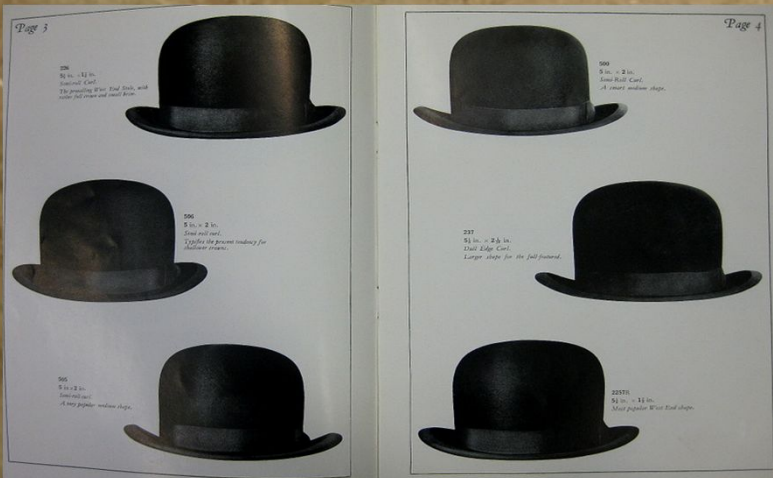


If you buy a fur-felt bowler in UK today it's more than likely it was supplied by Christy Co a business that makes more than 6,000 bowlers a year



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



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

Trilbys at Christy Factory Dec 2009



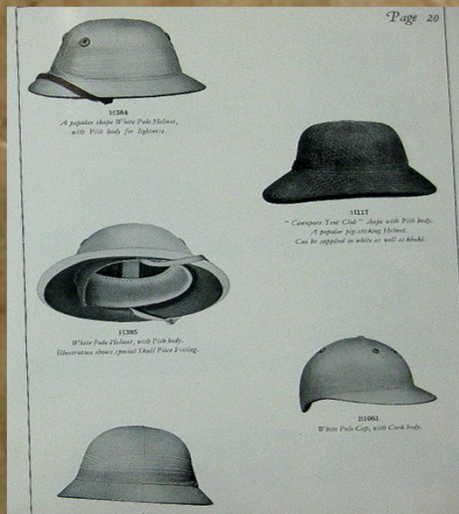
Christy & Co sold more Trilbys in 2009 than the previous decade of years combined

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

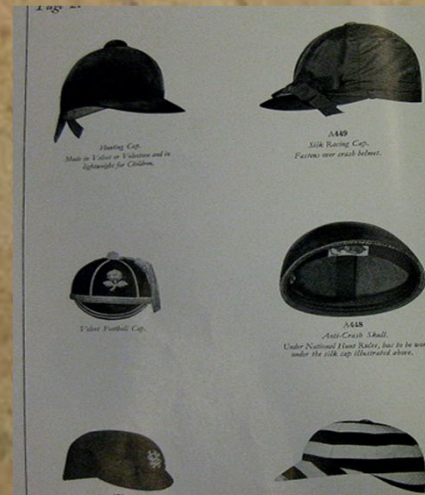


Riding

Explorers

Safari Hats

c1900



Styles-Helmets

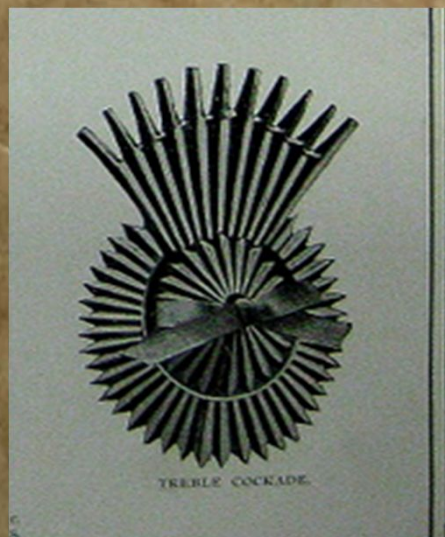


*Police helmet ->
today and far
right - the
Victorian
version*

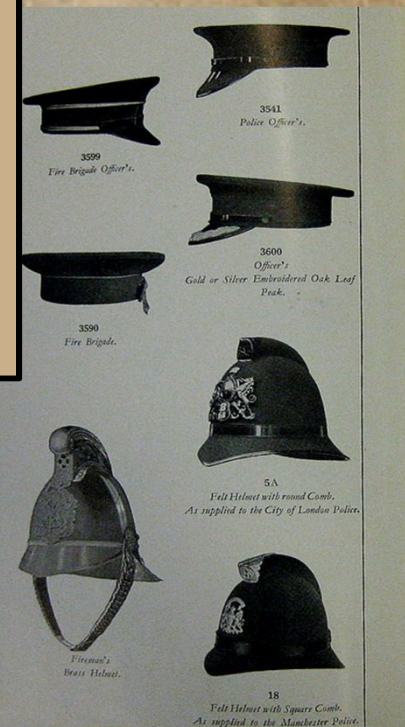


C1890

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



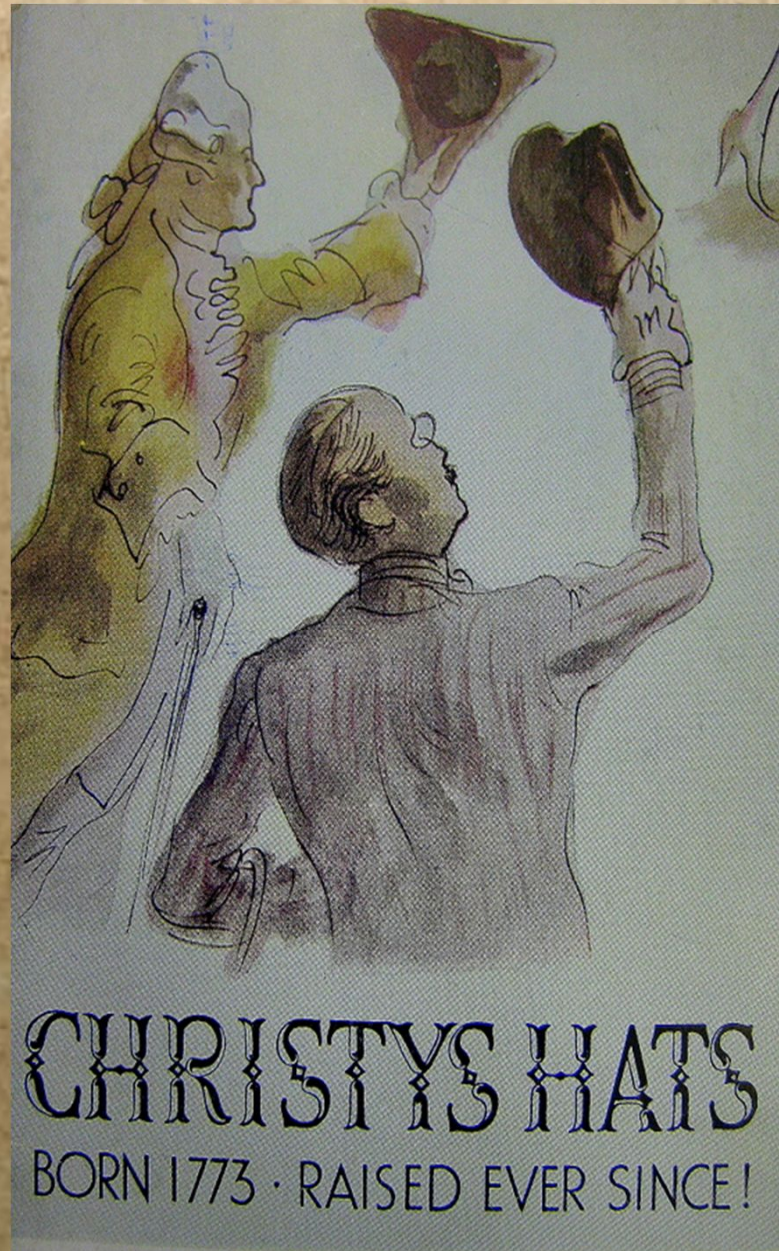
Christys Forces Caps c1900



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



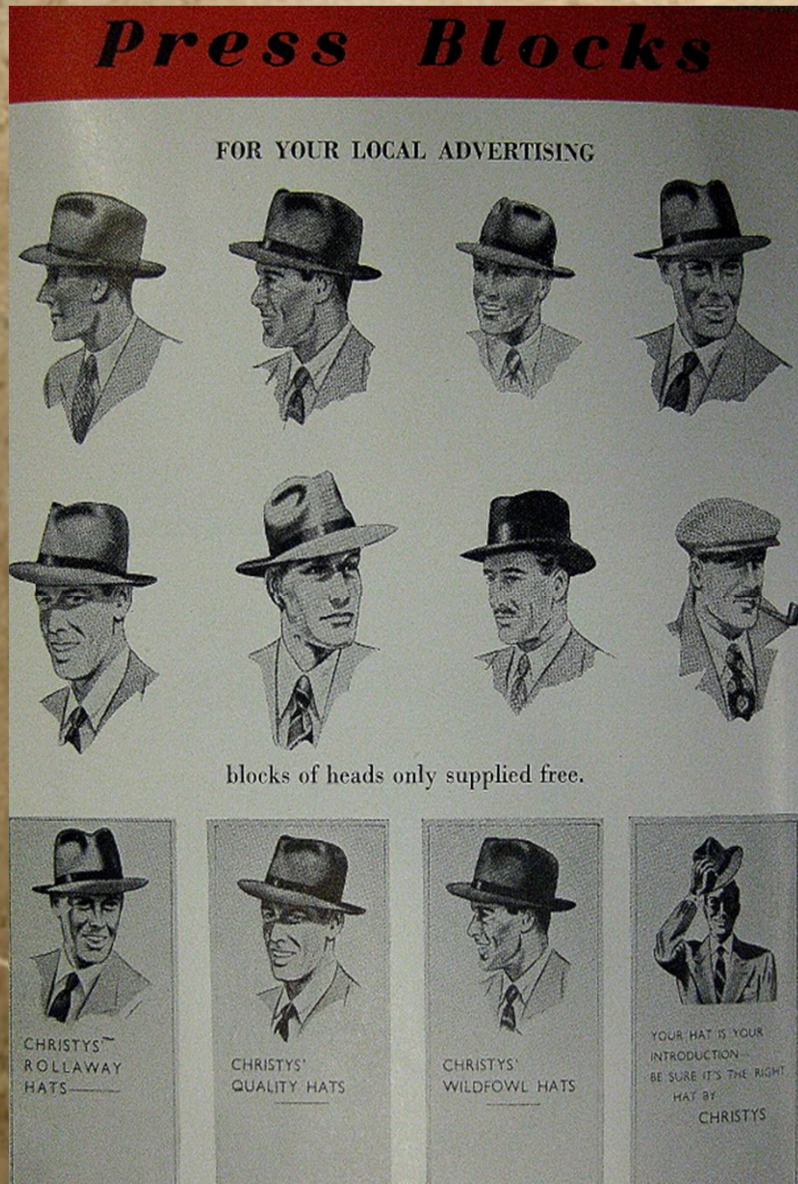
The Christy Hat is known for surviving Eight Royal Reigns and Six generations with Christy Family directly involved in the company

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

1952

Advertising

1890



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

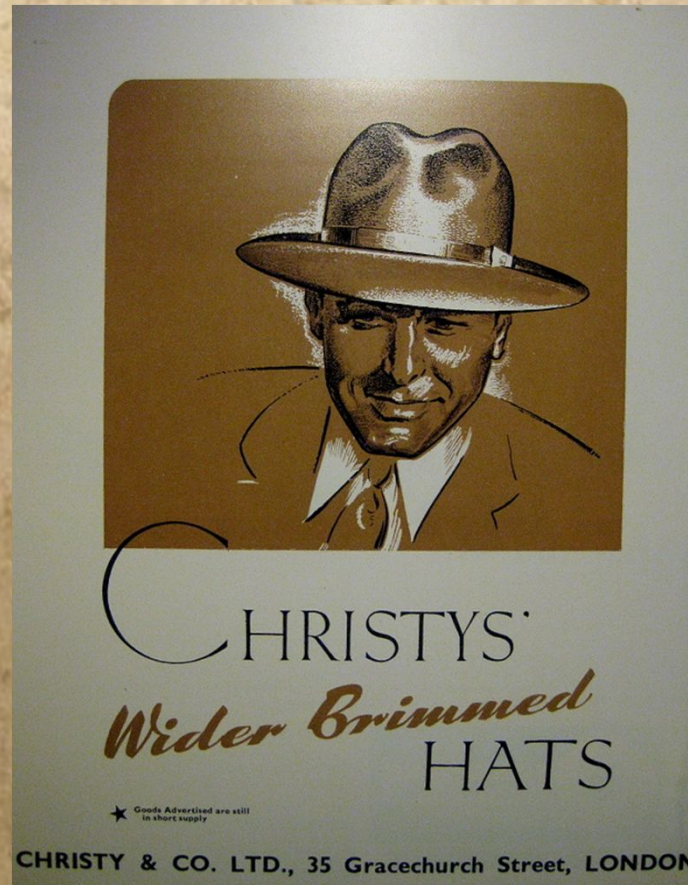
Traditionally Christys
Used head blocks to
Promote new styles
And developments in
Product to the public

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

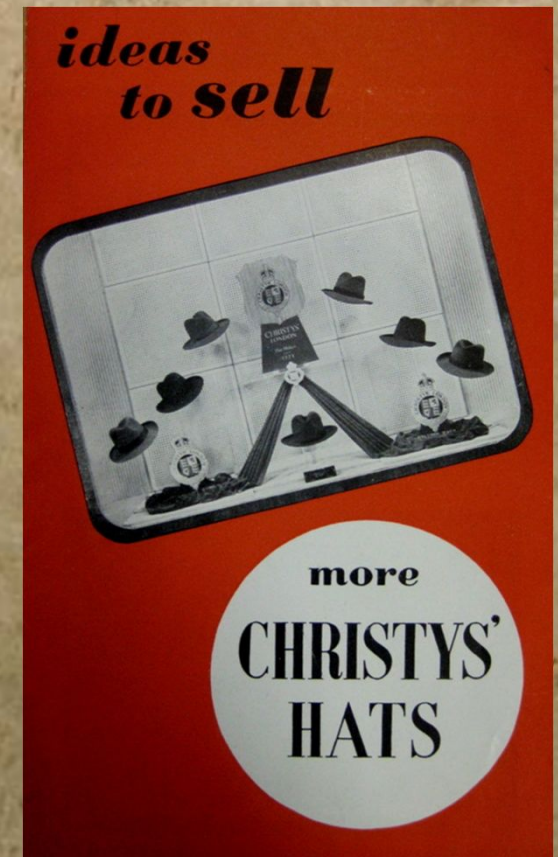


1940s

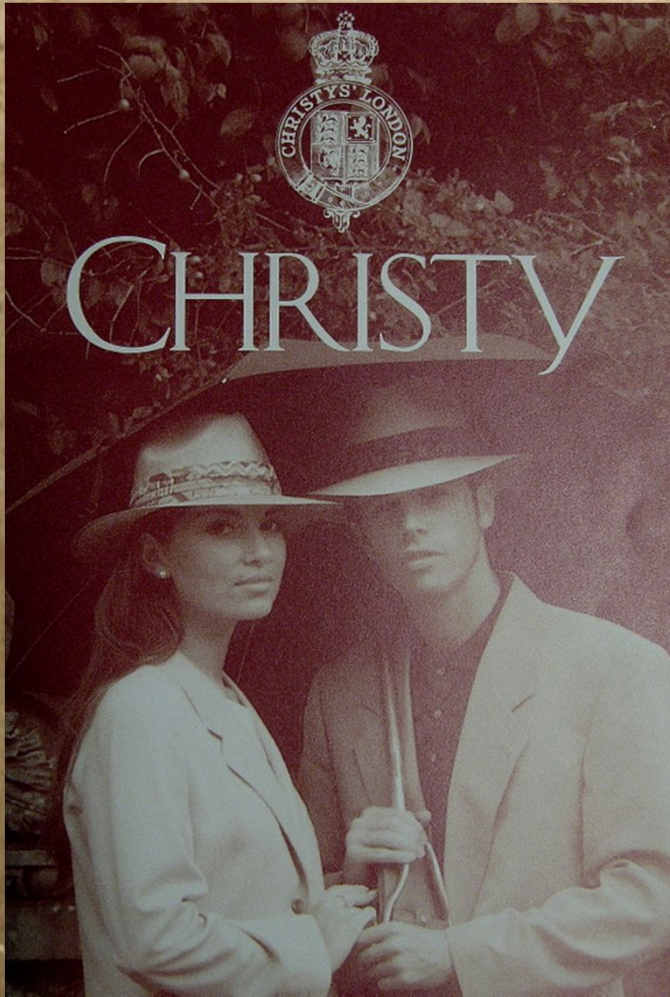
After the World Wars, men returning from Allied forces were obliged to wear a hat for a certain time as part of their de-mod process, from six weeks to a few months

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 20th 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.

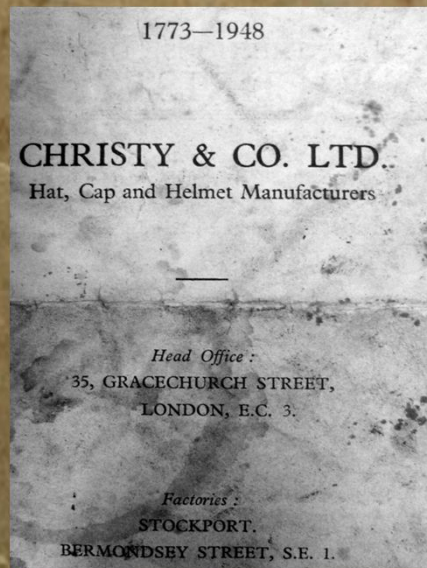
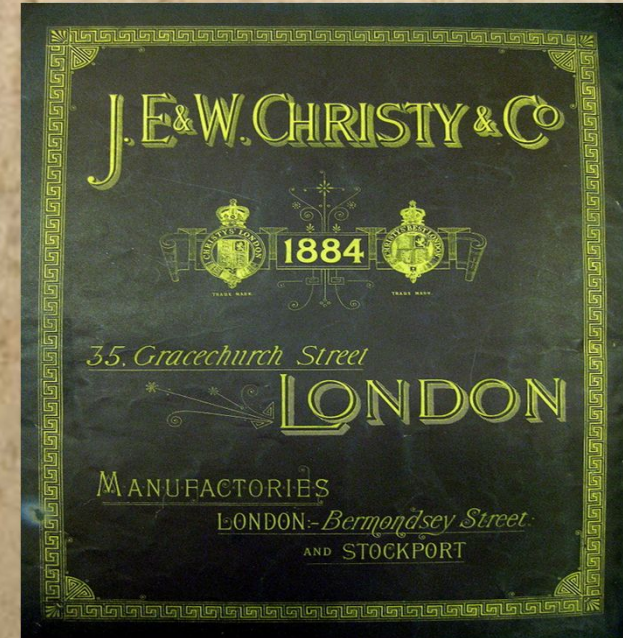
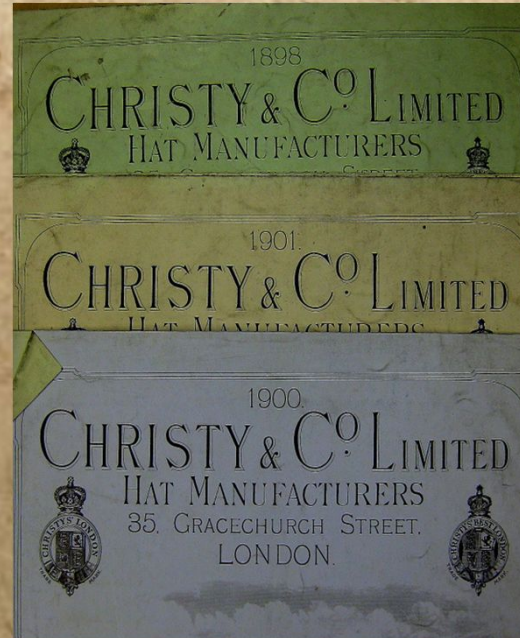
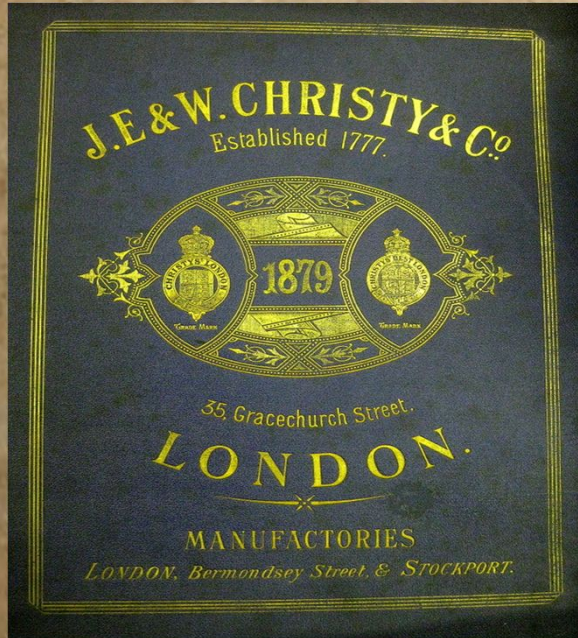
Small hats such as these were also used by travelling sales representatives as samples and demonstration pieces.



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”



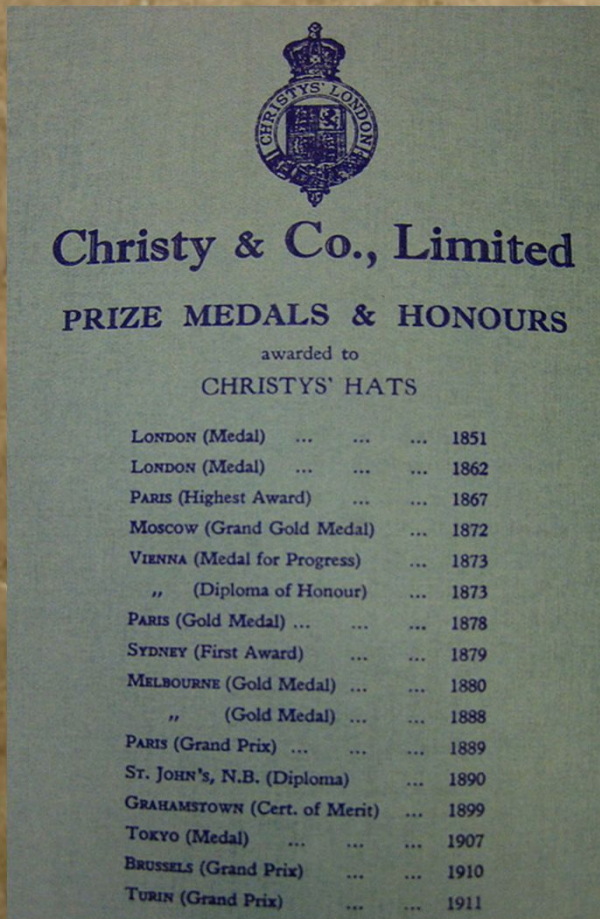
Overtime, as we can see the covers changed and simplified, although continued to feature every style imaginable, with a dozen or so bowlers alone...Christys, indeed, catered "for every occasion"



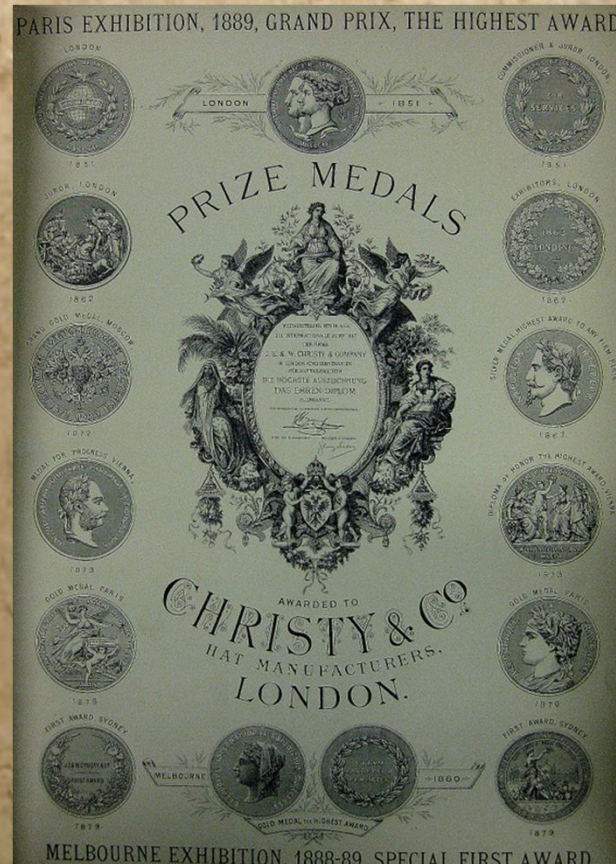
Historical Recognition

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

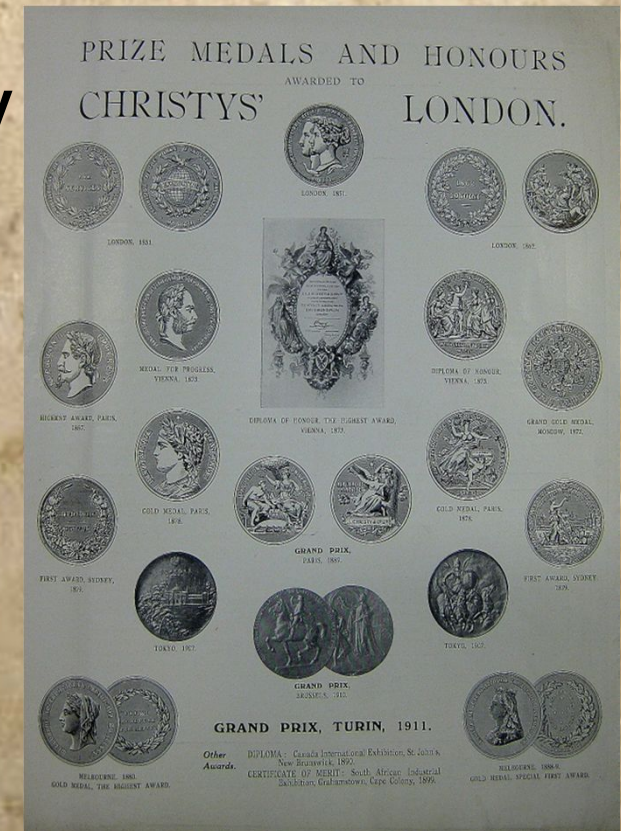
*Industry honours from
London Moscow Paris
Vienna Melbourne.....*



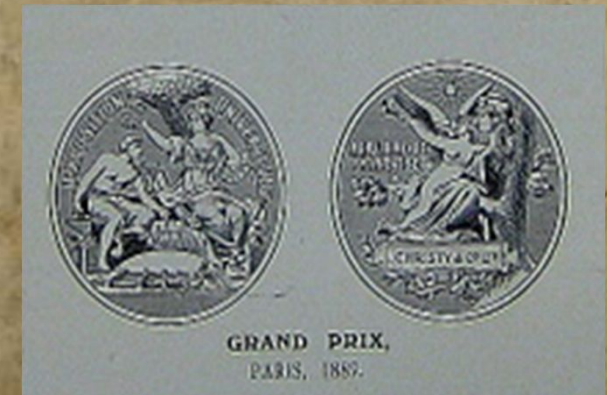
1850 - 1911



1890s



1910s



Celebrity

Head

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

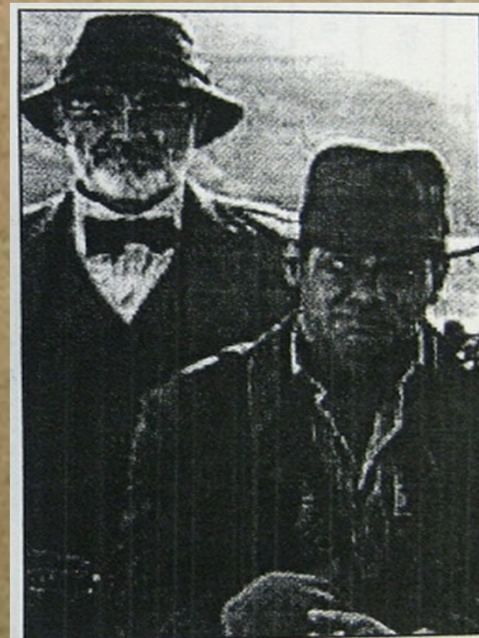


Mad Hatters Tea Party. Illustration to the fifth chapter of Alice in Wonderland by John Tenniel. Wood-engraving by Thomas Dalziel. Image courtesy of: www.victorianweb.org/art/illustration/tenniel/alice

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ICONS: Connery, Ford – and that hat



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>

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

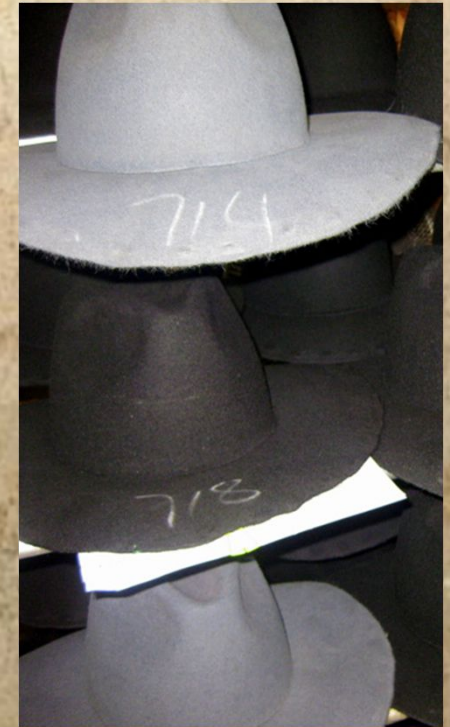
Many celebrities including Bat Masterson, The Son of Man by Magritte and Hercule Poirot all wore a bowler





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



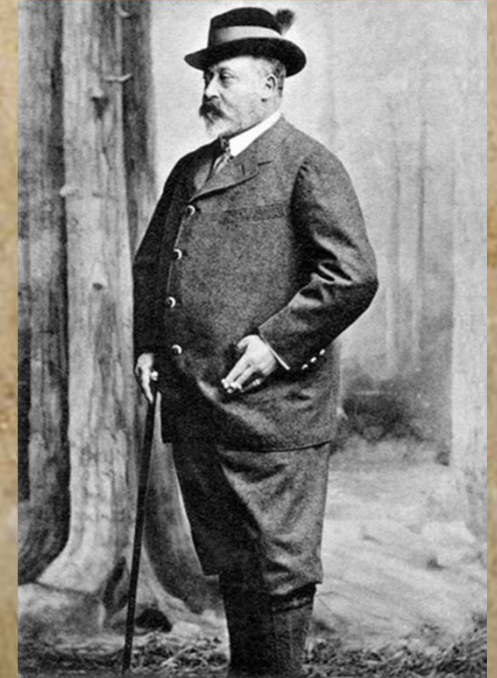
1974

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 photo lent 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

Devele

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



Princes William and Harry 2007



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

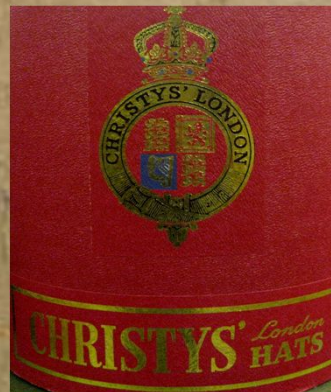
Options

Colour

As pictured

Size

One Size

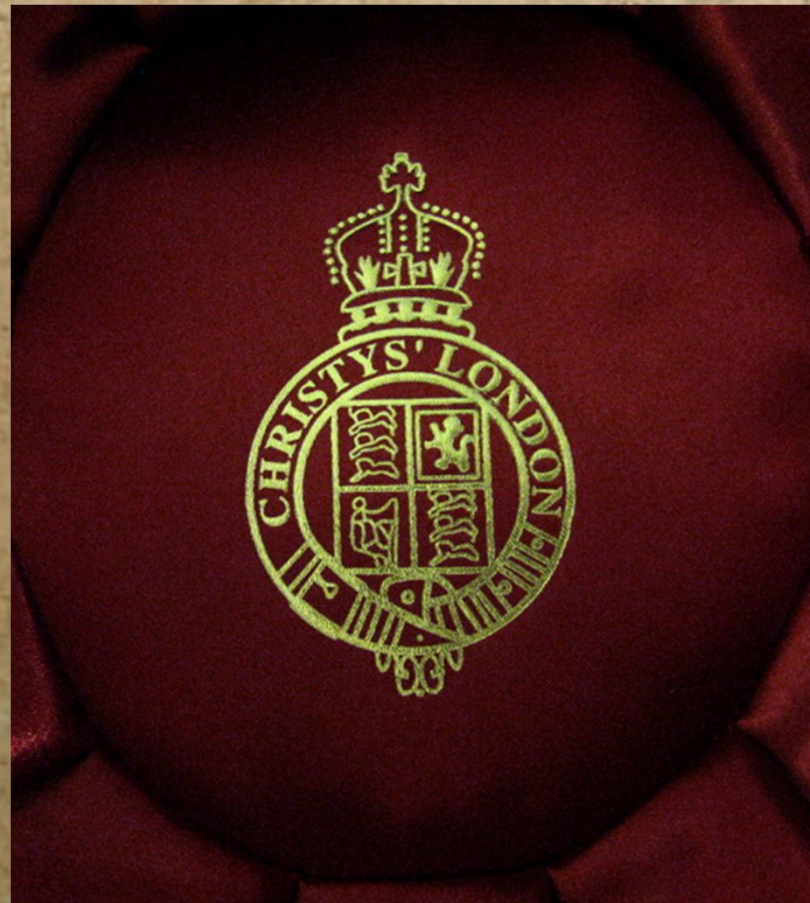


Unique in colour and design it is used in it's own right as a beautiful and a fashionable container



THANK
YOU

For Your Attention



Hats Off to You!