

BRAG TAGS

The joy of cost-free giving

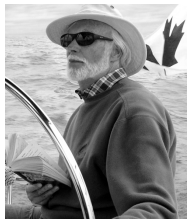
Envious people, from time to time, may ask you how they too can acquire a Tilley hat. If you choose to tell them, the insert you're now reading will make it easy to do so. It's divided into segments that you can tear apart, each bearing the required information for them to purchase their very own Tilley.

"The hat has been hammered to hell! It's been soaked through whilst standing at the end of a race track pit lane, baked in the sun on a hot, hot holiday, dunked in the sea, driven over while biking with my local club (took me 5 minutes to dig it out of the mud). It has been peed on by a cat, washed who knows how many times, frozen solid in the snow, chased down the road and caught by a truck, washed yet again, soaked in beer at a particularly fun party, danced on (we couldn't find a sombrero!) and used as a Frisbee. The list is still being added to and the hat looks (almost) like new!" — **Simon UK**

"I bought one of the new broad brimmed ladies hat at the Queen's Quay store two days before my husband and I left for 18 days in Europe thinking it would keep me cool and shaded. Well, I was cool and shaded, but also so inundated with compliments on the hat from men on the street, staff on the ship, tour guides in the Cathedrals that we visited. I was even asked by a shop clerk in Katakolon Greece if she could buy my hat. "I enjoyed wearing the hat, both for its comfort and the rave reviews I got."" — **B. Jane Hooley** Toronto, Ontario

The Entrée

"Some years ago in a store in Carmel, a female friend of mine saw a good-looking man gazing at my photo on a display. She walked over and said, 'I know him'. That led to a conversation, and later, to their marriage!" — **Alex Tilley** Chairman & Founder of Tilley Endurables



Hat-Eating Elephant!

Elephant trainer Michael Hackenberger of the Bowmanville (Ontario) Zoo had his Tilley Hat snatched from his head and eaten by an elephant. Three times. Michael later would pick up his Hat, wash it thoroughly, and wear it. He has declined to accept a new one in order that we may have his well-travelled 'Tilley' for our museum. We are secretly pleased.



"Finally, a HAT well worth it !!! I had been trying to find this model Tilley hat in my size locally but no luck and often out of stock online, finally I was able to purchase one and haven't regretted it yet Well made, excellent materials, rugged and long lasting Fast Service and Communication from Tilley" — **Gideon US (LTM6 Airflo®)**

"You'll make someone happy with this hat! My husband bought one of these hats years ago and it was his favorite. He left it on a train last year and had been kicking himself ever since. He was very pleased to receive a new one for his birthday. Looks good, wears well, packable, and durable." — **Jan US (TTW2 Tec-Wool)**

"Had this hat for many years...it's great! This is the perfect sun hat. I got it while I was on vacation over 12 years ago, I don't remember exactly where. It's come on every vacation with me since. It's been in lake water, ocean water, I've sweated for hours in it and not one stain. It has faded over the years, but it looks great - it has really settled into a faded brown/green. I love that it has strings, both short and longer, so it will stay on my head in windy conditions and boat trips. You don't know how many times I have to hold my baseball caps to my head so they don't blow away!..." — **Chels CA (TH9 Melanie)**

"13 years and counting. Bought this hat in 2007 after getting a bad burn on my bald head. I love this hat and it's one of my prize possessions. It gets constant use, especially in the summer and is just as good as the day I bought it. I don't baby this thing. It gets soaked in the lake, sweated through while I'm working, scrunched up and tossed in a closet for months in the winter. This sucker is indestructible. When it starts looking dirty I toss it in the washing machine and let it air dry and it's good as new. Speaking of which, you won't believe how fast this hat goes from soaking to dry..." — **Grossman CA (LT5B Lightweight Nylon)**

"Love the draw cord. Second Tilley hat I own. Absolutely love this hat. Am an avid kayaker, and have an odd sized head. The drawstring on the back is a great addition, and helps to fit better. On windy days the draw string helps allot. It's even light enough that I rarely notice i'm wearing it. Nice wind brim and helps with sun reflection off the water. Thanks Tilley!" — **Avid kayaker CA (Paddler's)**

"Best hat I've ever bought Best hat I've ever bought. The size is spot on, the build quality is phenomenal, the cotton thick and durable and I can see this hat easily giving me 10+ years of service. Absolutely worth the money spent." — **Matteo CA (TWC7 Outback Waxed Cotton)**

"Well done! My new Tilley hat is now part of me. The material feels soft and natural and the quality is impeccable. It really is one of the few hats that do look good on me and I do admit, I am difficult to please. Cheers" — **Rick CA (LTM3 Airflo®)**

"My first Tilley buy and I'm so happy! After years of wondering whether I should buy a Tilley hat or not, I finally took the plunge. I've been ambivalent about it mostly because I was uncertain whether it would look good on me or not. I'm happy to say that it fits perfectly. The sizing guide was spot on. It looks good. It feels good and my only regret is that I didn't buy one sooner." — **Sophie CA (TMH55 Mashup)**

"The best is back! Simply, the original and the best. I wore my first T1 for many years, but lost it on a trip overseas several years ago. I was heartbroken when I sought to replace it and found that it had been discontinued. Thanks for bringing it back, Tilley!" — **Gstars CA (T1)**

"I purchased my Tilley Hat at a fishing dock just south of the Everglades in Florida, and thought the 'hat' was rather expensive. Little did I know what I was buying would outlast the boat I was fishing in, the shoes on my feet, my marriage at that time. So I can safely say this 'is' the best hat in the world. It loves to fish, doesn't complain about the hot sun or the cold rain, and when I get home, it doesn't care if I lay down and ignore it the rest of the day. Yes sir, I've learned that you can count on a Tilley." — **David Halcomb** Somerset, Kentucky

"Great all purpose cover! The best of both: style and functionality. I purchased this hat for more UV coverage while outdoors. I have punished it on the trail and the river without fail. Hand washed numerous times and still holds form. Looks great at a pool party too. Great hat. Just wish it was made in North America!" — **Brian US (Airflo® LTM5)**

"Old favorite in new color! Bought my first LTM6 Airflo 15 years ago and have used it frequently ever since. Have many hats, but nothing that is as cool, comfortable and light weight for hot sunny weather. Really like the new colors and unlike many products, the quality has not diminished at all over the years. Great hat for walking dogs in the summer." — **Richard US (Airflo® LTM6)**

"LOVE the hemp hats! I've owned about 8 different Tilley hats 4 of which are Tilley TH models (lost a couple of them) and I now have a TH5 and a (discontinued) TH4. I absolutely LOVE the hemp fabric and am excited to see that there are new color variations. I guess some people think hemp is too floppy for the larger brims, but I think it's far superior to any of the other fabrics. It's tough as steel, stain resistant, comfortable, stylish and just all around awesome. I wish TE would make more of the styles in hemp. Cotton duck is too stiff and heavy, nylantium is too lightweight and won't let you form the brim. Hemp is the goldilox of the fabrics. Highly recommended." — **Lurchie US (TH5 Hemp)**

"An Eagle! This is just the perfect golf hat! You guy just hit the ball on the green for an eagle. Wow. I was able to adjust easily and played on a sunny and windy day without problem. Forget about baseball caps from now on, I purchased the black one and will likely acquire the beige in the future. It is my hope that you will consider adding more colors." — **Tee-Guy CA (The Clubhouse)**

