



A Guide To
Preserving Your
Goorin Hat

Keep you and your hat looking sharp.



How To Handle Your Hat

FEDORAS, CLOCHES, TOP HATS & BOWLERS

To help preserve the shape of your hat, always grasp it by the brim. Make sure your hands are as clean as possible. Even with clean hands, the oils from your fingertips can discolor your hat over time. If you handle a fedora by the pinch of the crown often (the pinch is top, frontal indentations of the hat to the left and right of the crease), the integrity can become compromised, mishappen, or cracked.

CAPS

It's best to handle your cap by the bill. Although handling by the body of the cap won't damage the cap, handling by the bill of a cap is proper. Only roll or fold the bill of a cap if you are certain that you want the fold to be permanent, as it's very difficult to achieve the original shape once you've made changes.



How To Pack Your Hat

To guarantee that your hat won't lose its form, the best way to travel with any hat is to wear it on your head. However, if you need to pack and go, here's how:



Stuff your hat with (clean) socks and t-shirts.



Create a hat-sized nest inside your suitcase.



Place your hat carefully into the nest, crown down, making sure that the brim is in the position you prefer (flipped up or down).



Cover the hat with a layer of clothing.



Once you arrive, remove promptly and enjoy.



How To Store Your Hat

If you'd like to hang your hat on a hook, the hook should be wide and dull. Over time, gravity paired with a sharp hook will create a dimple in your hat.



FLAT CAPS

A flat cap can easily be stored on a shelf or stacked without any risk of losing its shape. However, the fabric of a flat cap can be tempting to moths. Be sure to store your caps in a hatbox, or in any box that can be sealed with a lid.

CLOCHES & BOWLERS

For best results, “nest pack” your cloche or bowler inside a hatbox. To do this, roll two sheets of butcher paper into C-shapes and place in the bottom of the box, then place the hat inside the nest you've created.



FEDORAS & TOP HATS

Storing your hat crown down in a hatbox will protect both the materials and the shape of the hat from harm and damage.

If you're stacking multiple hats inside one hatbox, be sure to stack heavier fabrics (wool, leather, angora) on the bottom of the stack, and lightweight fabrics (straw, linen, cotton) on top. Try to stack hats with similar crowns together to avoid misshaping.

Do Not Store Your Hat...

...in a car.



No matter the weather, this is no place for your hat. The dryness or humidity of the air inside your car can crack a straw hat, alter the shape of a fedora, or affect the fabric of any hat.



...in a window or direct sunlight.

Direct sunlight can dry, shrink, and fade the color of your hat over time.



...in the bathroom.

Although you may be directed to place your straw hat in the bathroom to absorb moisture in the air, this is definitely not a permanent storage solution. Any hat stored long-term in a steamy environment may start to grow mold, or its form will collapse.



How To Dry Your Hat

Caught in the rain?

Here's what to do once you come inside:



Dry your hat as soon as possible to avoid shrinkage.



Use a clean cloth to gently pat dry the outside of your hat.



Once most of the moisture has been patted out, let your hat air-dry naturally in a cool, dry place with plenty of circulation.



Do not apply heat to your hat, as this will cause it to shrink.



Fold the sweatband out to allow it to dry fully.

FLAT CAPS

Wrap the cap loosely in a clean, dry towel and press gently to blot out excess moisture, then lay the hat upside down on its crown on another clean, dry towel until it's completely dry.

STRAW HATS

Be aware that once a straw hat gets wet, the straw will most likely swell and alter the original form of your hat.

CLOCHES

Be sure to “nest pack” your cloche inside a hatbox to dry. To do this, roll two sheets of butcher paper into C-shapes and place in the bottom of the box, then place the cloche inside the “nest” you’ve created so that the crown does not sit directly on the bottom of the box.

Leave the lid off the hatbox so the cloche can dry fully.

If you don't have a hatbox, stuff your cloche with butcher paper and place the hat on its side to dry.

WOOL FEDORAS

Place crown-down on a soft surface such as a clean, dry towel. Reshape your wool fedora to its original glory before you leave it to dry, as wool forms to the shape it's in when wet.

NATURAL FIBERS

Natural fibers should be treated immediately due to possible shrinkage. Any natural fibers (linen, wool, cotton, and tweed), risk shrinkage when wet.

SUEDE

Gently roll the hat in a towel to blot out excess moisture and lay the crown down flat on a towel to air dry. To prevent build up of dirt and dust, brush regularly with the grain of the suede.

SYNTHETIC FIBERS

Acrylic and polyester require the same treatment as natural fibers and should be treated immediately due to possible shrinkage.



How To Treat a Stain



Always spot clean by hand. Do not machine wash.



Create a gentle cleaning solution by mixing 1 teaspoon of mild detergent or clear dishsoap into 1 cup of cold water.



Dip a clean cotton cloth or sponge into the solution, then gently apply a small amount to the stained area. Dab at the stain to lift. Do not rub, as this can damage the material.



Work slowly and carefully. Do not saturate the material, as this can cause your hat to become misshapen.



Blot the wet area with another clean cloth or a paper towel to absorb as much moisture as possible, then finish by letting the hat air dry fully. Repeat as necessary.



**The longer you wait to treat a stain,
the more difficult it becomes to remove.**

Natural Fibers

Spot clean linen, wool, and cotton to prevent shrinking. Some linen and wool caps are stiffened with starch and can lose their nice, crisp shape when washed.

Synthetic Fibers

Synthetics such as polyester and acrylic are fine to hand wash. Fill a clean sink with cold water and 1 tablespoon of detergent. Place your hat into the water and gently agitate, then let it soak for 5 minutes. Drain sink, then refill with cold water to rinse your hat. To dry your hat, roll it gently in a clean, dry towel, then unroll and let it air dry on another clean, dry towel.

Suede

Make a solution of equal parts white vinegar and water. Dab it onto a nylon-bristle brush, rub gently over the stain, then let dry. Finish with soft brush or emeryboard to restore its natural texture.





Is Your Straw Dry?

If your hat feels stiff and you hear a cracking sound when you squeeze it, your straw is dry and calling out for moisture. To remedy this situation, hang your hat or place it on the counter on its crown, in the bathroom, while you shower. No, your straw hat will not become your new shower cap. Enjoy your hot shower and don't forget to scrub behind your ears. While the steam fills the bathroom, the straw will absorb the moisture, becoming supple and flexible again. After you step out, give your hat another squeeze and listen. No cracking sound? Good.



Did You Sit On Your Hat?

If your wool hat gets crushed, don't worry: these fabrics have a memory for the shape of their original block. Hold the squashed hat over steam from a teakettle or garment steamer, and you will see the hat begin to open up. For best results, hover the crown over the steam, then recreate the pinch with your hands. The crown should pop back into its original form. Straw hats are more delicate, so once squashed, it may be time for a new hat.



Is Your Hat Carrying an Odor?

Wool, Linen, & Cotton

Odor is caused by a buildup up of bacteria in the fabric of your hat. To remedy the situation, place your hat in the freezer overnight. The cold will kill all bacteria and your hat should be as good as new.

Straw

Steam the hat and let it air dry. Do not place a straw hat in the freezer, or the straw will dry and crack.



Water and Stain Repellent

Raindri's secret formula has been in the Goorin family for decades, and will valiantly protect your hat from the elements. Apply Raindri to a clean and dry hat. In a well-ventilated area, hold can upright 7 to 10 inches from hat and spray evenly over the entire surface. Don't forget the inside sweatband, as this part of the hat soils easily from sweat and makeup, and a spray of Raindri will act as a shield. After treatment, let your hat dry for 30 minutes. Apply Raindri every few months, depending on the wear of your hat. Should a pretreated hat get wet, let it dry and reapply.



If you don't feel comfortable treating your hat, stop by your local Goorin Bros. hat shop. We're happy to help.