College Hat

Caring for your felt hat

While felt hats are durable and moulded with a ‘memory’ that bounces back into shape, they still benefit from proper care. Hats should be stored away from direct sunlight, hanging on a hook or resting on their crown. For travelling, the hat can be folded flat by pushing the crown up and turning the brim down and placed in a bag. Gently hand shape when unpacking.

After time if that hat loses its shape, it can be reshaped by hand with the gentle use of steam from a kettle. The hat can be further protected from water and stains with the use of silicone waterproofing spray. If the hat does become unduly wet, it should be left out to dry naturally and gently reshaped by hand or steam. While wet it must not be crushed and stored in a bag as the hat will remain that ‘memory’. If the hat gets dirty, it can be gently brushed down or carefully rubbed with upholstery cleaner (use sparingly). For significant stains, a hat cleaning specialist can work wonders.