

A man and a woman, both wearing cowboy hats, are sitting in a desert landscape at dusk. The man is sitting on a rock, leaning against a stone wall, while the woman is sitting on the ground in front of him. A campfire is burning brightly to the right, casting a warm glow. The background shows a dark, silhouetted landscape with trees and hills under a twilight sky.

Serratelli[®]

HAT COMPANY

A FAMILY LEGACY SINCE 1878
PROUDLY MADE IN THE U.S.A.



CONTENTS

LETTER FROM DEAN 04–05

EXOTICS COLLECTION 06–09

FUR FELT COLLECTION 10–29

100X Pure Beaver 10–11

40X 16–17

20X 18–19

10X 20–21

8X 22–23

6X 24–25

5X & 4X 28–29

Pure Wool 28–29

ROCKER STEINER COLLECTION 12–15

Collection Story 12–13

Styles, Colors & Details 14–15

THE OFFICIAL PBR COLLECTION 26–27

HAT SHAPES 30–35

Brim Shapes 30

Crown Shapes 31

Signature Styles 32–35

RIBBON OPTIONS 36–37

STRAW COLLECTION 38–41



GENERATIONS OF EXCELLENCE

A family legacy since 1878. Proudly made in the U.S.A.

For five generations, the Serratelli family has been in the business of hats. My great-great grandfather arrived from Italy more than 100 years ago with hardly a cent to his name. He dreamed of something purely American: A father-and-son company that could stand the test of time.

When he and my great-grandfather started P. Serratelli & Son, they quickly became the experts in sourcing the raw materials that created the finest fur and felt hats.

Today, we create Western hats the same way they were made more than a century ago. We are so confident in our heritage that we boldly place our name inside every hat we make. We do it by hand, shaping, cutting, stamping and finishing in the same workshop that my family built, embodying more than a century of heritage and experience.

It is this single, unwavering commitment to tradition and excellence that inspires every artisan with us today. More than 50 pairs of hands prepare each hat before it leaves our doors, and I am proud to say that many of those artisans have worked with us for more than a decade. Their longevity is the result of a positive workplace, inviting

them to pour their years of expertise into every single hat we craft for you. Pleasure in the job puts perfection in the work.

Personally, my experience in the hat industry has been a remarkable journey—working for my father, I learned how to bring materials together to create the finest fur and felt hats in the world. My joy lies

in fashioning hats that will endure, hats of such exceptional quality that they can be handed down to the next generation.

Serratelli Hat Company is a generational company crafting generational products. I look forward to handing down this company, with the same work ethic and the entrepreneurial spirit, to my family.

As the fifth generation prepares to carry on our proud traditions and build on the foundations of our forefathers, we extend our commitment to the simple truths of business, treat people well and make something great.

Thank you,

Dean Serratelli





EXOTICS

*Introducing a new line of cowboy hats crafted from
the finest and rarest materials available.*



THE 1878

Color: NATURAL (NA)

The 1878 is a tribute to the Serratelli legacy and the ultimate collector's piece. Crafted from 90% silver belly American beaver and 10% chinchilla with an American whitetail deerskin sweatband, The 1878 combines comfort and luxury. Each hat is housed in a handcrafted American beaver tail case, with only 5 collectors edition sets available.

Key details include a sterling silver buckle and "S" pin with gold detailing, a diamond, and engraved edition number. Accompanied by an ownership certificate and lifetime warranty personally signed by Dean Serratelli.

1 ☐ SOLD 2 ☐ SOLD 3 ☐ SOLD 4 ☐ RESERVED 5 ☐ RESERVED



MINK

Color: BLACK (BK), NATURAL (NA)

Made from a 10% mink and 90% beaver blend, this hat combines the softness and refinement of mink with the durability and resilience of North American beaver. Designed for dependable wear, the blend offers natural insulation and balanced structure. The fibers provide inherent water resistance and a tighter blend than the 100X while maintaining a smooth, uniform finish. Balanced in weight and feel, the hat delivers warmth, stability, and lasting comfort across changing environments.



ONDATRA

Color: NATURAL (NA)

Made from 100% ondatra, a North American fur known for its adaptability and natural insulation, this hat is designed for dependable wear. The fur's tight, resilient fibers offer inherent water resistance while maintaining a smooth, consistent finish.

Balanced in weight and feel, the hat provides warmth, structure, and comfort across changing environments.

**AVAILABLE IN ONLY PRE-CREASES*



PATAGONIA HARE

Colors: BORDEAUX (BD), NAVY (NV)

Crafted from 100% Patagonia hare, a rabbit-like animal from Patagonia, this hat offers a balance of luxury and resilience. The natural fibers create both a stiff structure and velour texture. The hat delivers softness and strength for versatility across various climates.

ADDITIONAL
COLOR
OPTION



BORDEAUX (BD)

EXOTICS



SEEN IN MIST GREY (MG)

ORYLAG

Colors: CLOUD (CL), MIST GREY (MG),
PLATINUM (PT)

Crafted from 100% Orylag, a French rabbit, each hat embodies rarity with a fur that is no longer available worldwide. Our generations of expertise in sourcing raw materials secured the remaining western hat bodies. With unique softness and rich texture, each Orylag hat offers a one-of-a-kind velveteen and soft feel.

ADDITIONAL
COLOR
OPTIONS



CLOUD (CL)



PLATINUM (PT)



CASHMERE

Color: WALNUT GRIZZLY (WN)

Crafted from a luxurious blend of 80% cashmere and 20% rabbit, each hat combines the finest qualities of both materials. The cashmere, renowned as the finest wool, provides a firm shape, while the rabbit enhances the texture for a soft feel. Together, they create an angora-like finish to showcase the cashmere-rabbit blend.



AMERICAN BISON

Color: BLACK (BK), CHOCOLATE (CH)
SILVER BELLY (SB)

Crafted from a blend of 10% American bison and 90% wool, each hat features the unique texture that balances the wool's natural coarseness with the stiffness of the bison. The bison ultimately enhances durability while adding a uniquely rugged feel.





100X PURE BEAVER



Buckles



Liner



Sweatband



Colors



100X PURE BEAVER

Serratelli[®] ★
HAT COMPANY

Rocker Steiner

ROCKER STEINER



THE ROCKER STEINER — COLLECTION —

The Rocker Steiner Collection is a unique collaboration that represents the convergence of two family legacies: Serratelli's 150 years of American cowboy hat-making tradition and the Steiner's three generations in the rodeo arena. We honor bloodlines as much as craft, merging heritage with the uncompromising standards both families have upheld for generations.

At its core, the crown is shaped by lineage itself. Bobby Steiner-Rocker's grandfather and a rodeo legend-hand creased each hat using the same shape passed down to his son, Sid, and, now, Rocker. His hand-shaped hats became the exact molds used for this collection, preserving a silhouette carried from generation to generation.

Complementing the crown is a custom buckle set designed in collaboration with jeweler Nick Cunningham. The set is inspired by Rocker's spurs that were gifted by rodeo icon Larry Mahan to 9-time world champion Ty Murray before making their way to Rocker. The buckle incorporates elements of the rowels and spur design across the buckle, keeper, and tip, anchoring the collection in the tools and legends that shape the sport.

Inside the hat, Rocker's signature red is precisely matched in a goat-leather sweatband. It is then stamped with gold foil and Rocker's autograph and then stitched in the Serratelli gold thread. The liner features a custom monogram pattern and an illustrated portrait of Rocker in the arena, designed exclusively for this line.

The Rocker Steiner Collection propels the heritage of both families into the future—blending timeless craftsmanship with a vibrant, modern spirit to honor the generations who shaped these legacies and the ones redefining what's possible.





BRIM WIDTH: 4 1/4"

Buckle



20X & 40X: BLACK, SILVER BELLY, NATURAL
8X: BLACK, SILVER BELLY, STONE

Crown



HEIGHT: 4 1/2"

Sweatband



Colors



BLACK (BK)



STONE (ST), NATURAL (NA)



SILVER BELLY (SB)

Liner



40X FUR FELT



Buckle



Liner



Sweatband



Darks



Pastels





WESTON PATTERSON
Saddle Bronc Rider

20X FUR FELT

Buckles



ABILENE



SALINAS ★

Liner



SERRATELLI GOLD
PAISLEY JACQUARD

Sweatband



SERRATELLI GOLD THREAD
GENUINE GOAT LEATHER

Darks



BLACK (BK)



CHARCOAL (CC)



CHOCOLATE (CH)



WALNUT (WN)

*ALSO AVAILABLE IN SUEDE

Pastels



BUCKSKIN (BU)



CREAM (CM)



CLOUD (CL)



NATURAL (NA)



NUTMEG (NM)



SILVER BELLY (SB)



WHITE (WT)



SERRATELLI GOLD BOX

*The First-of-its-Kind Hat Box
with a Sliding Drawer*

SHIPPED WITH 20X & HIGHER

KEY FEATURES:

- Drawer access
- Sturdy design for long-term storage and accessibility, even when stacked
- Interior frame to keep hat in place





10X FUR FELT

Buckles



Liner



Sweatband



Darks



Pastels



8X FUR FELT

Buckles



Liner



Sweatband



Darks



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



*ALSO AVAILABLE IN VELVET



Pastels







WESTON TIMBERMAN
Bareback Rider

6X FUR FELT

Buckles



Liner



Sweatband



Darks



Pastels





**AN OFFICIAL PARTNERSHIP BETWEEN PROFESSIONAL
BULL RIDERS (PBR) AND SERRATELLI HAT COMPANY**

An official partnership between PBR and Serratelli Hat Company. Handcrafted in the U.S. with the same care and precision that has defined nearly 150 years of Serratelli hat making, each Pure Wool hat features custom PBR details throughout, from the buckle to the liner and box, built to the standard both brands are known for.



Buckle



PBR1



PBR2 (IN LIMITED SUPPLY)

Profile

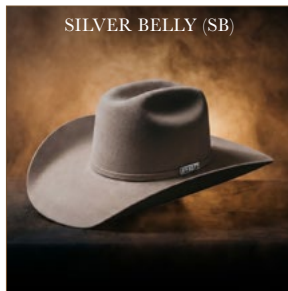


BRIM: W | CROWN: 9

Sweatband



Colors



Liner



Box



THE OFFICIAL PBR COLLECTION

MONTANA STATE UNIVERSITY BOBCAT RODEO
Official Partner



5X & 4X FUR FELT

Buckles



Liner



Darks



Pastel*



PURE WOOL

Buckle



Darks

BLACK (BK)
CHOCOLATE (CH)
GRANITE (GT)
MINK (MK)
PECAN (PE)

Pastels

DARK BELLY (DB)
SILVER BELLY (SB)
PLATINUM (PT)

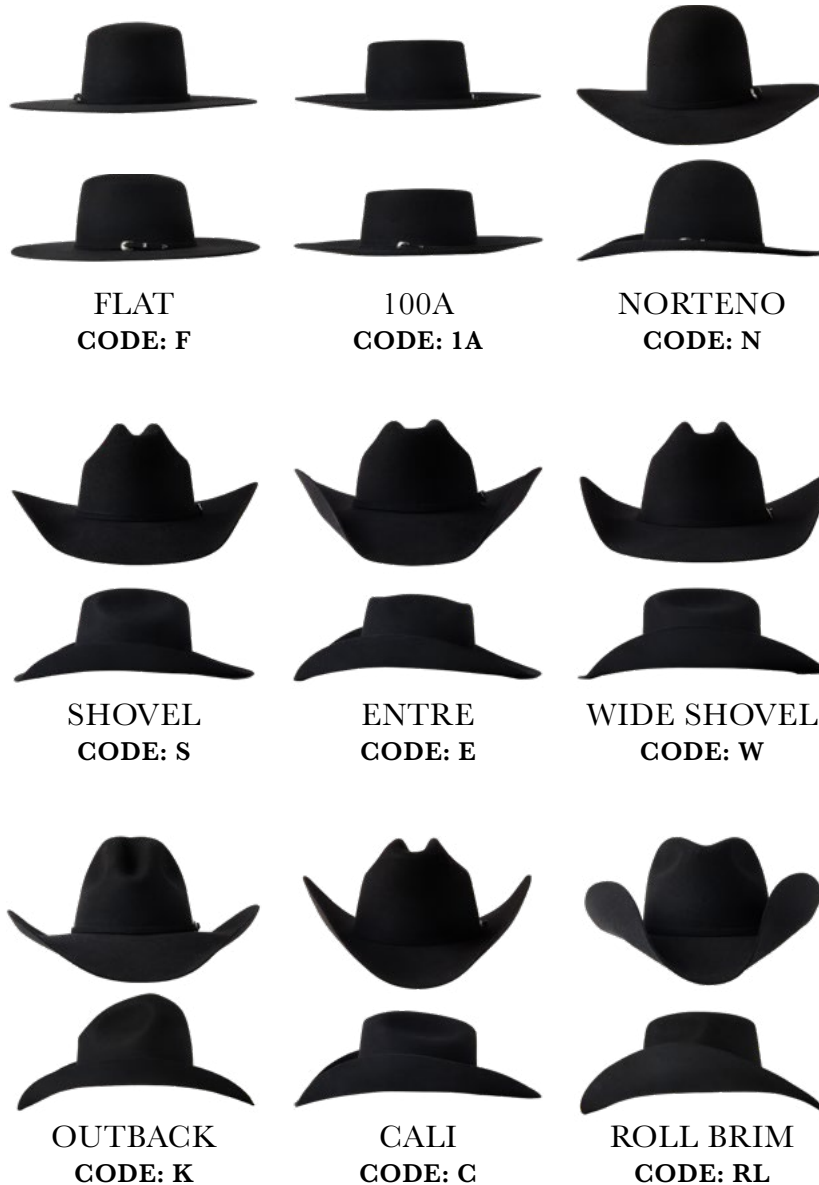
*SEE PRICE LIST FOR
ADDITIONAL COLORS

STEP 1: SELECT BRIM CODE

STEP 2: SELECT CROWN CODE

STEP 3: COMBINE BRIM + CROWN CODES

EX: **F** (FLAT BRIM) + **O** (OPEN CROWN) = **FO**





OPEN
CODE: O
HEIGHT: 6"



AMISH
CODE: A
HEIGHT: 5 1/2"



HERITAGE
CODE: H
HEIGHT: 4 1/2"



PUNCHY
CODE: P
HEIGHT: 5"



Z
CODE: Z
HEIGHT: 4 1/2"



III
CODE: 3
HEIGHT: 4 3/8"



IX
CODE: 9
HEIGHT: 4 5/16"



V
CODE: 5
HEIGHT: 4 3/16"



L CROWN
CODE: L
HEIGHT: 5"



J CROWN
CODE: J
HEIGHT: 4 3/4"



IV
CODE: 4
HEIGHT: 4 1/2"



BRICK
CODE: 6
HEIGHT: 4 1/8"



NEVADA
CODE: 7
HEIGHT: 4 1/8"



OUTBACK
CODE: K
HEIGHT: 3 7/8"



C CROWN
CODE: C
HEIGHT: 3 7/8"



GUS
CODE: G
HEIGHT: 6"



SIGNATURE STYLES

Best sellers and classics from our workshop

HOW TO SELECT THESE STYLES

Each of the following styles can be ordered on the order form by the name below. Then, simply add quality and color before writing the quantity for each size on the order form. Any changes to the recommended profiles here would result in a custom order to our standard ordering of each component.

BAND — BUCKLE

This corresponds to the buckle with a star next to it on the X quality page that you choose.

BAND — RIBBON (TONAL)

This corresponds to the size ribbon for the hat style (i.e. 4 LINE, 6 LINE). We will match the ribbon with the closest match to the hat color.

FORT WORTH

PROFILE: FO | BAND: BUCKLE | BRIM WIDTH: 4 1/4"



CHEYENNE

PROFILE: FO | BAND: 6 LINE (TONAL) | BRIM WIDTH: 4 1/4"



OUTLAW

PROFILE: S5 | BAND: BUCKLE | BRIM WIDTH: 4 1/4"



WYATT

PROFILE: E3 | BAND: BUCKLE | BRIM WIDTH: 4"



MILES

PROFILE: E3 | BAND: 4 LINE (TONAL) | BRIM WIDTH: 4"



STAMPEDE

PROFILE: W5 | BAND: BUCKLE | BRIM WIDTH: 4 1/4"



HOUSTON

PROFILE: WP | BAND: BUCKLE | BRIM WIDTH: 4 1/4"

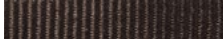
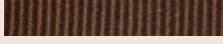
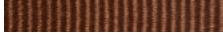
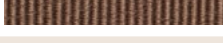
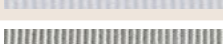


DENVER

PROFILE: WP | BAND: 6 LINE (TONAL) | BRIM WIDTH: 4 1/4"





		Color Code	1/4" 2 Ply	3/8" 4 Line (Bound)	5/8" 6 Line (Bound)	7/8" 9 Line
	BLACK	BK	X	X	X	X
	CHARCOAL BROWN	CB		X	X	X
	BROWN	BR		X	X	
	WHISKEY	WK		X	X	X
	COFFEE	CF		X	X	
	WALNUT	WN		X	X	
	STEEL	ST		X	X	X
	SILVER BULLET	SB		X	X	X
	NATURAL	NA		X	X	
	ANTIQUE WHITE	AW		X	X	
	WHITE	WT		X	X	
	PLATINUM	PT		X	X	X
	GREY	GR		X	X	
	PEWTER	PW		X	X	
	GRANITE	GT		X	X	X
	PURPLE DELPHINIUM	DP		X	X	
	BLUE BIRD	BB		X	X	
	BLUE	LB		X	X	
	TURQUOISE	TQ		X	X	
	APPLE GREEN	AG		X	X	
	SPRING MOSS	SM			X	
	PISTACHIO	PO		X	X	
	MAIZE (YELLOW)	YL		X	X	
	TORRID ORANGE	TO		X	X	
	RED	RD		X	X	
	LIGHT PINK	LP		X	X	X

ADD-ONS: **BOUND EDGE**



STRAWS

NEW

Handwoven straw hats to bridge the seasons



SHC0251

Color: IVORY

BRIM: F | CROWN: O

BRIM WIDTH: 4 1/2



JAPANESE SHANTUNG
5BU 2X2



SHC0252

Color: IVORY/TAN

BRIM: F | CROWN: O

BRIM WIDTH: 4 1/2



JAPANESE SHANTUNG
5BU 2X2



SHC0153

Color: IVORY

BRIM: W | CROWN: O

BRIM WIDTH: 4 1/2



JAPANESE SHANTUNG
5BU 2X2



SHC0151

Color: IVORY/TAN

BRIM: W | CROWN: P

BRIM WIDTH: 4 1/2



JAPANESE SHANTUNG
5BU 2X2



SHC0152

Color: IVORY

BRIM: E | CROWN: K

BRIM WIDTH: 4 1/4



JAPANESE SHANTUNG
5BU 2X2

NOTE: ALL STYLE CODES ARE CLOSEST EQUIVALENT TO THOSE FOUND ON PAGES 30-31 - STYLES WILL BE SHIPPED AS PICTURED

SHC0351

Color: IVORY/TAN

BRIM: E | CROWN: K

BRIM WIDTH: 4 1/4



JAPANESE SHANTUNG
5BU 2X2

SHC0302

Color: WHEAT

BRIM: E | CROWN: K

BRIM WIDTH: 4 1/4



SISAL

SHC0101

Color: IVORY

BRIM: W | CROWN: P

BRIM WIDTH: 4 1/2



BANGORA

SHC0301

Color: TAN

BRIM: W | CROWN: 3

BRIM WIDTH: 4 1/4



BANGORA



PIN FOR ALL STYLES

STRAWS

NOTE: ALL STYLE CODES ARE CLOSEST EQUIVALENT TO THOSE FOUND ON PAGES 30-31 - STYLES WILL BE SHIPPED AS PICTURED



NOTES



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HAT COMPANY

A FAMILY LEGACY SINCE 1878

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