

[SCHA] Smart People for Smart Hats



Ewa Kulasek

The designer behind [SCHA] label, Ewa Kulasek, studied painting and sculpture. Graduated from the Academy of fine arts in Duesseldorf. 2004 she started this German label and presented her first hat collection.

She works as artist and designer.

Hats created by Ewa Kulasek distinguish themselves from mainstream offers in headdress-fashions by a different way of handling form and material.

"For me as an artist, hats represent a subject which works as a medium. People wearing these creations gain the option of performing some kind of poetical self-image in their everyday lives."

More details about art: www.kulasek.com

More details about fashion: www.scha-online.com

STATEMENT

What is important about my hats:

they are about form,
they are about colour,
they are about structure,

they are not so much about decoration,

they are about beauty,
they are about simplicity,
they are about reduction,
they are about perfection,
they are to play with.

Most of my hats have many faces.

It depends on the way you wear them.

It depends on the way you combine them.

Limited Edition

Vintage material - When it's gone it's gone!

The legendary French plain fur felt hoods from the "golden age" - the fifties and featherlight Melousine hat bodies from the sixties. The range of very fine and light hoods in fantastic old colours.

Autumn/Winter 2011-12 [SCHA]hats collection.

There are three lines.

"New Classic" - representation with comfort / Variation on the classical hats, like Bowler, Homburg or Fedora.

"Street cap" - protection with convenience / Compilation of soft and hard.

„Outdoor“ - in style even under the helmet.

Materials and fabrics: fur felt (velours, melousine, plaine), knitted wool, boiled wool, waterproof fabrics, knitted cotton.

Colours: a wide range this year - basically reserved and low-keyed, a lot of black, dark brown, midnight blue or dark grey and only a little of red and orange on the "top".

The hats can be combined with different dress styles, from casually sporty to classically elegant. For young and old. Choice materials are cast into elementary forms. No detail is left to chance.

Hand made with the most careful processing.