**Features**

**Hat Types**

**History**

Legendary Westernwear

Each Stetson celebrates over 150 years of craftmanship

and genuine American heritage.

FIND YOUR HAT <- Button

OUR STORY

Founded in 1865, Stetson was born from the spirit of the West and grew to become an American icon. John B. Stetson’s friendly gesture towards a wayward traveler on the new frontier gave birth to the world's fist “cowboy hat.” Ever since, Stetson has been a global leader in headwear, a trusted household name around the world, and has become standard equipment for Western aficionados everywhere.

For over 150 years, Stetson has created quality products that are built to last and have deep roots in the American tradition. We have a strong appreciation for objects that are made well and products that get better with age. We still craft our products using much of the same techniques as John B. did so many years ago – with an eye towards meeting the needs of the future generations of frontiersmen, pioneers, industrialists and trailblazers.

**Premium Materials**

Stetson hats are built with only the finest materials to ensure that your hat can adventure with you.

**Customizable Fit**

Specific measurements make sure that your Stetson will be personalized to you.

**Expert Craftsmanship**

Our skilled makers, with years of experience, build the finest hats with a legacy of over 100+ years.