Brand expansion – the challenges and opportunities

Marion Hume meets: Philip Treacy OBE
PHILIP TREACY

HAND CRAFTED

ARTISTRY

BEAUTY

PERSONAL

STYLISH

COLLECTABLE

IDENTIFIABLE

TIMELESS

Unique

Luxurious

Elegant

Iconic

Magical

Whimsical

Powerful

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10 Reasons to wear a Hat

- **Diversion**: Drawing attention away from the face, away from the personality to the hat.
- **Power**: A grand hat replaces a jewelled crown.
- **Attention**: An outrageous hat becomes a secondary sexual characteristic.
- **Adornment**: Beauty is magnified a thousand fold framed by the exact angle of a hat.
- **Amusement**: A hat may make a witty comment on fashion and contemporary life.
- **Distance**: The hat stands you out from the crowd. The says you are on your own.
- **Enchantment**: The siren song, the chiaroscuro of a face shaded by veiling and feathers.
- **Modesty**: The total concealment of the face from the eye of the man.
- **Luxury**: The deep, dangerous psychological thrill of the perfect hat.
COVERS

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LADY GAGA
SARAH JESSICA PARKER

SEX AND THE CITY PREMIERE

SEX AND THE CITY 2 PREMIERE
2010

METROPOLITAN MUSEUM OF ART BALL NYC
2013

METROPOLITAN MUSEUM OF ART BALL NYC
2015
MADONNA
SUPERBOWL 2012

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ACCOLADES

• 5 x BRITISH FASHION AWARD ACCESSORY DESIGNER OF THE YEAR.

• 3 x HONORARY DOCTORATES: ROYAL COLLEGE OF ART, NATIONAL UNIVERSITY OF IRELAND, UNIVERSITY OF ARTS, SAN FRANCISCO.

• INTERNATIONAL DESIGNER OF THE YEAR: CHINA.

• MOET & CHANDON OUTSTANDING CONTRIBUTION TO FASHION.

• DREAM WEAVER AWARD: NYC.

• DESIGNER OF THE YEAR AWARD: NYC.

• AWARDED AN HONORARY O.B.E (ORDER OF THE BRITISH EMPIRE) FROM THEIR ROYAL HIGHNESS THE PRINCE OF WALES & THE DUCHESS OF CORNWALL.
HRH DUCHESS OF CORNWALL

MARRIAGE TO HRH PRINCE OF WALES 2005
THE ROYAL WEDDING 2011

Among the 38 hats commissioned for the wedding of Prince William to Catherine Middleton, the hat and the princess who wore it went viral causing worldwide debate, raising £81,000 at auction for charity.
ARMANI PRIVÉ

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HAT BLOCKS

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THE G HOTEL
2006 Award Winning

THE CONCIERGE DESK
THE LOUNGE FEATURING LINDA WEARS ROSE BY DAVID DOWNTON

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THE G HOTEL
DESIGNING & CREATING A UNIQUE EXPERIENCE

POP ART ROOM

THE SWAROVSKI CRYSTAL BAR

THE RUNWAY

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MOET & CHANDON
2002 UNIQUE LIMITED EDITION CHAMPAGNE STOPPER
1000

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BRITS AWARD 2014
PREVIOUSLY DESIGNS VIVIENNE WESTWOOD, SIR PETER BLAKE, DAMIEN HIRST

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Women’s SS15

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Men’s SS15

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Dutch orchid growers have honoured the Philip Treacy Orchid.

This new orchid is officially registered as part of the Cascade orchid family.

The Philip Treacy Orchid’s petals are white with small pink fuchsia stripes. The lip and the centre of the orchid are a combination of white and soft yellow. This orchid is originally from Taiwan and it was discovered about two years ago. The Philip Treacy orchid is a real eye catcher, just like the plant’s namesake.
BUSINESS

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