

Domestic and Overseas: Two Approaches to Americana Holiday Headwear



Protect your eagle's bald spot this summer with a patriotic hat!

Okay, perhaps it's not the most tactful selling tagline but hey, some people would definitely go for it. As we all know, 2016 is a presidential election year, and with Memorial Day (May 30th), Flag Day (June 14th), Independence Day (July 4th), and the Summer Olympics all quickly approaching it comes as no surprise that U.S.A products are in high demand. Even [Budweiser](http://Budweiser.com) is changing its name to America this summer.

So what are the needs for patriotic headwear and how do we meet them?

Headwear Needs in the Land of the Free

Currently, the trend consists of seasonal, fashion forward Americana styled headwear. Companies need to show their customers that they are proud to be American, root for the home team, support the troops, etc., because it's good PR for the company, and encourages consumers to do business with them.

Additionally, all of this must be accomplished in a stylish and affordable way.

AMERICANA
TREND SPOTLIGHT ★ 2016



Accomplishing the Americana Dream

There are two main options for creating custom hats. Domestic custom hats are [embroidered](#) right here on American soil whereas Overseas custom hats are decorated in another country, and shipped to the U.S. When selling hats branded with the red, white, and blue, it's our job to help consumers navigate the pros and cons of each so they come to a decision that both meets their needs and makes them happy.

Domestic

Pros

- The effort and profit remains in the U.S.
- There is a quicker turn around time because there is no waiting for shipment to the states.
- There is a smaller minimum piece count requirement.

Cons

- There are fewer decorations techniques; typically embroidery is the only option available.
- It is more expensive.

Overseas

Pros

- There are more decoration options and techniques (e.g., [sublimation](#).)]
- It is more cost effective.
- Because decoration occurs before the hat is completely assembled, it results in better quality.

Cons

- There is a longer lead time.
- There is a larger minimum piece count requirement.

There are positives and negatives to both options; talk to your customers about their needs, and find out what works best for them.