

## Hatswork Round-Up: October 10, 2019



In today's Round-Up, we're discussing how one of the original boy bands is offering their now grown-up fan base some limited-edition products. We'll also look at how [Trump's](#) trade barriers will affect the [baseball cap market](#), and the best hats for natural hair.

### Promo Marketing

[This New, Limited-Edition \\*NSYNC Merch Collection Includes a Bye Bye Bye Doormat](#) [Nineties babies rejoice!](#)

My favorite boy band growing up (closely followed by the Backstreet Boys) released a [line of throwback merch](#) including [dad hats](#), [wine glasses](#), [mugs](#), and more.

On Hatswork, we've spent a lot of time looking at the [history of apparel](#) and the [importance of nostalgia trends](#). NSYNC head the nail right on the head with this strategic business move. They capitalized on the [fashion](#) and [pop culture](#) celebration of the 1990s we're experiencing right now.

### Fortune

[Trump's Tariffs to Blow the Lid off Baseball Hat Prices. Increasing Cap Costs by 25%](#)

Many businesses are worried that [Trump's](#) trade [tariffs with China](#) will increase the cost of headwear production by as much as 25%. Read the full article for more details about how companies are preparing for changes.

### Teen Vogue

[Best Hats for Natural Hair: Shop My Faves](#)

This article follows one woman's journey from chemical straighteners to learning how to accept and eventually love her God-given curls. Now, she's sharing what she's learned about the best hats for natural hair.

“Up until last year, I truly believed I could not rock a hat over my full head of curls,” says Naomi Elizee. “I’m prouder than ever to wear my hair in an Afro.” Now, Naomi rocks every type of headwear: [beanies](#), [buckets](#), [ball caps](#), and even [berets](#).

What's your favorite trend or promotion from the 90s that has recently come back in style? Tell us in the comments below. You can also follow us on Instagram and Facebook using the hashtag #hatswork.