

Hatswork Round-Up: January 23, 2020



In today's Round-Up, we're looking at a new hat brand focused on sharing stories and [pop-culture micro-moments](#). We will also tell you about one adult [entertainment](#) brand with their own apparel line.

St. George News

[Local Business Startup Uses Hats to Let Those Facing Obstacles Know They are Not Alone](#)

Stele is a [startup](#) hat brand that plans to [design baseball caps](#) to reflect stories of growth and sacrifice from inspirational people. The brand was just launched in early 2020, so there is only one style with four color options at the moment.

ASI

[Seize the Moment: How to Succeed with Moment Merch](#)

This article is all about capitalizing on [micro-moments](#), whether that be [sports](#), [pop culture](#), or [politics](#). When I say micro-moments, I'm referring to the act of taking a snapshot of our culture that has gone viral or has a cult following and producing apparel and other promotional products decorated with its likeness.

This article looks at the [Nasty Woman shirts released after Trump's remarks about Hillary during a 2016 debate](#), the Laural/Yanny audio debate that followed the black/blue, white/gold dress debacle, an opossum that was caught during a [Cleveland Browns](#) game, James Harden's side-eye, Grumpy Cat (RIP), the [Big Bang Theory](#), and more.

Promo Marketing

[A Very NSFW Website Now Has its Own SFW Branded Merchandise](#)

Just when I thought I had seen everything?

We all know that promotional products work to increase brand recognition and favorability. Now, one of the most recognizable adult [entertainment](#) platforms knows it too. Pornhub has partnered with Richardson to drop a line of logoed apparel including **hats** and [socks](#).

What's the most bizarre or unexpected brand logo you've seen on a t-shirt? We want to hear all the juicy details in the comments below. You can also follow us on Instagram and Facebook using the hashtag #hatswork.