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# We show you how to get

# WE'RE



by  
**Claire  
Brayford**



HEAD OF STATE: Chic Zara Phillips



BERET GLAM: Laura Bailey for M&S



STRICTLY STREET: Kate Garraway

**F**RANK SINATRA said they add character, Christian Dior said, without them "we have no civilisation". Right now they are the ultimate way to create a head-turning style. Be it bowlers or berets, fedoras or fascinators, panamas or pill boxes, hats of all shapes and sizes are going to our heads again.

More importantly, they are no longer just to be pulled out for Ascot and the occasional wedding or funeral but are becoming part of our everyday wardrobes.

The hat industry in Britain is estimated to be worth £110.2million in 2007 and it's the beret that's ahead of the rest. Marks & Spencer has seen a 20 per cent leap in sales of this style following its Christmas ad campaign and its red wool version is reported to be flying off the shelves.

Mary Flack, spokesperson for Fenwick, which has one of the most comprehensive hat ranges in London, says: "There has definitely been a change of emphasis away from formal hats. Three quarters of the department is dedicated to everyday styles.

"People who haven't worn one before are trying them out as they would a bag or a belt - and not just when their ears are freezing but because they're a part of fashion."

A century ago no respectable lady would have dreamed of stepping out of the house without her bonnet or boater but by the Sixties they had fallen out of favour as women began to favour big beehives instead.

Society milliner Gina Foster says: "This season hats were huge on the catwalks and this has undoubtedly filtered through to the high street. Stars such as Kate Moss and Sienna Miller also help to bring them to the forefront.

"In general they have become so much more accessible in terms of price and style."

So whether you favour Jennifer Lopez's fedora, Sienna Miller's topper or Angelina Jolie's cloche - or choosing from the male repertoire, Brad Pitt's flat cap or Jude Law's pork pie - you are guaranteed to score a hat trick.

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