ABOUT YOUR PANAMA...

The authentic, soft Panama Hat is made of the leaves of palm called “toquilla” in Spanish. The plant is found throughout Tropical America. But only a few select microclimates, mostly in Ecuador are suitable for producing fiber for the best Panama Hats. The Ecuadorian hats were sold in Panama during the construction of the Panama Canal and the name "Panama Hat" stuck.

The straw is prepared by stripping the tender palm leaves before the bud opens. The finer the fiber thickness, the better the hat quality. A "fino" Panama Hat will have a texture more like linen than straw and will take weeks or even months to weave by hand.
The fine hat you have purchased is an authentic Panama Hat. Each hat is woven entirely by hand in Ecuador and then blocked and trimmed in the United States. Always handle your Panama by the brim. Never pinch the top of the hat. And store your hat upside down.

If the hat has become squashed or misshaped, it can be lightly steamed over the spout of a boiling tea kettle while gently shaping the hat with your fingers. Brims are usually easier to fix than a squashed crown. A flat brim can be refreshed by using a steam iron set to low heat. Be sure to cover the hat brim with a clean cotton cloth while ironing the brim.

A Panama Hat is an ideal sun hat—lightweight, cool, and comfortable. Whenever possible avoid wearing your Panama in the rain. If your Panama Hat becomes soaked, handle it carefully to avoid changing its shape until it dries. Many of our Panama Hats have been treated to make them water resistant. If your Panama Hat did not come with the Teflon Water Resistant tag, then you can treat it yourself by spraying your hat with Scotch Guard.

Some Panama Hat models may have "Made in U.S.A." printed on sweatband. This label means the hat was hand-woven in Ecuador but trimmed and blocked into shape in the United States.

To clean your Panama, use either alcohol-free baby wipes or a damp, clean cloth with mild soap (no detergent). Never use bleach.