



### HATS

Philip Treacy

When Philip Treacy started making them in the 1980s hats were long out of fashion. "Hats were associated with old ladies and I thought that was crazy," said Treacy. "Everyone has a head so everyone has a possibility to wear a hat and you feel good in a hat. People feel better for wearing them. I totally disagreed with the perception of hats at the time and I thought: 'I'll change that.'"

He not only made hats fantastical – his creations for Isabella Blow ranged from The Ship, a replica 18th century sailing ship with full rigging and The Castle based on Blow's ancestral home at Doddington Park and Prince Ludwig of Bavaria's palace, to Gilbert & George, a surreal concoction of pink and green laquered ostrich feathers and a mortar board so wide that Isabella couldn't fit through the door of the charity event she had ordered it for – he also lightened their structure so they sat more comfortably on the head. "You know that scenario where roses are red, leaves are green, I love arguing that. 'Why should they be?'. I hate rules and formulas. That's so boring. It's the opposite of creativity. Rules are ridiculous things that are meant to be broken."

As well as Chanel, Treacy has made couture hats for Valentino, Gianni Versace and Alexander McQueen at Givenchy. "Having studied fashion design it helped me greatly when I started working with designers because I understood how the clothes draped or moved and the proportions. What I didn't understand as a student was that fashion isn't clothes, fashion is much more interesting than that, it's a feeling and a mood – not dress-making." (See Design Museum website for full text)

<http://www.designmuseum.org/design/philip-treacy> <http://www.philiptreacy.co.uk/>

<http://www.designboom.com/portrait/tracey.html>

