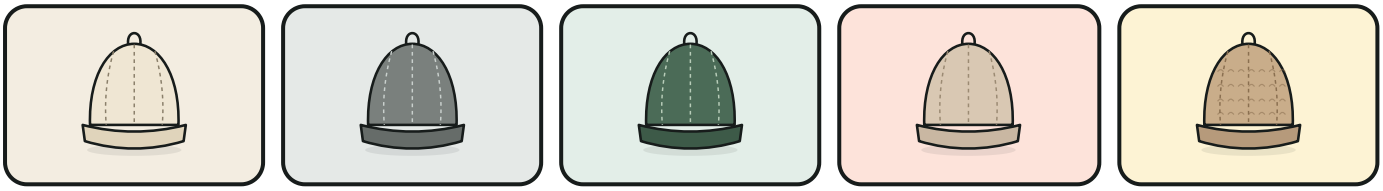
Hatto, one page

A premium sauna hat brand that explains itself

A premium, design-led sauna hat brand with a fibre passport for every hat. We start in the Netherlands and grow to the UK and Germany.





Why now

- UK sauna boom: about 640 listed saunas in March 2026, up from 540 in January.
- More and more Dutch sauna visitors wear a hat during aufguss sessions.
- Dutch and German shops mostly sell cheap blends of wool and polyester.

What we sell

- Hats of wool felt, merino and linen, one size.
- Retail price EUR 39 to 59.
- Later: textiles, scents and accessories.

How we are different

- Fibre passport: composition, thickness, weight, origin and batch.
- Calm design, two sizes (M and L) in centimetres.
- The Hatto test: our own measurements, published.
- Gift link: the recipient picks size and colour.

What we need

- Wool felt and linen hats with clear composition.
- Small runs with our own colours and label (20 to 100).
- Reseller terms for the Netherlands, direct shipping where possible.
- Product data and photos we can use.

Volumes

First order 30 to 50 hats. Year one in NL: about 300 to 1,200 hats, if sales confirm. Germany and UK from year two. We donate EUR 1 per hat to the cause the customer chooses (sheep flocks, seals or winter aid).

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