*Retail plan for suppliers*

# HATTO: a calm, Nordic sauna shop for the Netherlands

We start with sauna hats made of real wool and linen, and grow into towels, seat covers and accessories. This plan explains who we are, what we want to buy and how we would work with you.



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*1. Who we are*

# A small, design-led shop that treats a sauna hat seriously

HATTO is a new online sauna shop for the Dutch market. The founder works in online marketing and builds the shop, the content and the advertising in-house, so there is no agency between you and the customer.

### NL first

Netherlands first (launch planned for the first half of 2027), the UK and Germany after the first season.

### Premium

Calm colours, clean stitching, photography and a knowledge base that explains what we sell.

### Honest

Fibre composition and country of production shown on every product page. No health claims.

## Why now

Interest in sauna keeps rising (Grand View Research expects the European sauna market to grow about 6% per year). In South Korea, searches for sauna hats rose roughly sevenfold in a year, according to Seoul Economic Daily (23 Nov 2026). In Dutch and German webshops the typical hat is still a cheap polyester blend.

## What we saw in the Dutch market

- On bol.com most sauna hats sell for EUR 20 to 27, often in sets of two or four, and the composition is unclear.
- Specialists (Saunastrijder, Rhodos, Saunasenzwembaden) sell Nordic brands but few present them as a collection with guidance.
- No Dutch shop focuses on wool felt hats from Finland or the Baltic region with proper explanation.

*2. Demand*

# Search interest per month (Google Keyword Planner)

| Market | Main search terms | Approx. monthly searches |
|---|---|---|
| **Netherlands** | sauna muts, sauna hat, sauna hoed, saunahoed | 2,000 to 2,500 |
| **Belgium (NL)** | sauna muts, saunahoed | about 300 |
| **Germany** | saunahut, saunamütze, filzhut sauna | 15,000 to 20,000 |
| **UK** | sauna hat, felt sauna hat | about 17,000 |
| **Austria** | saunahut | about 2,000 |

Volumes are rounded and include overlapping variants. Most searches are informational, which is why we invest in content.

### Indicative volumes for you

**30 to 50**
pieces in the first test order

**300 to 1,200**
hats in year one (NL only, depends on sales)

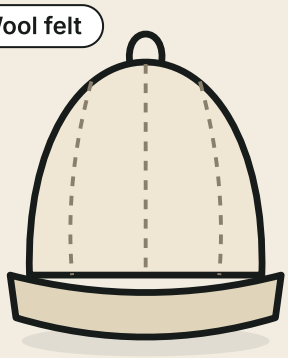
**2,000+**
hats per year with Germany and the UK

These are planning figures from our own model, not commitments. We scale orders up after we see real sales.

*3. The range*

# Six products to begin with

Wool felt

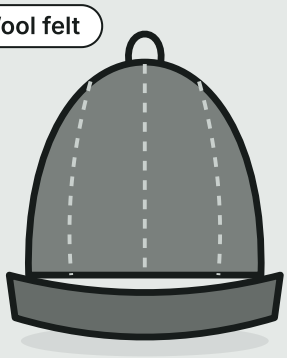


**Classic, natural**

100% wool felt, 5 mm

**€ 45**

Wool felt

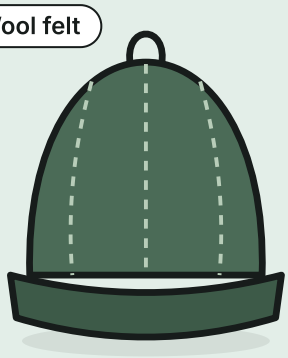


**Classic, graphite**

100% wool felt, 5 mm

**€ 45**

Wool felt

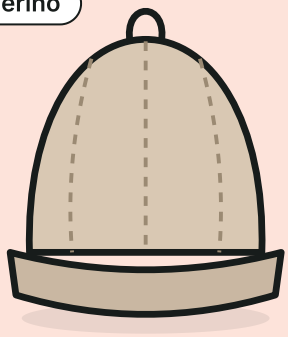


**Pine green (seasonal run)**

100% wool felt, numbered run

**€ 49**

Merino

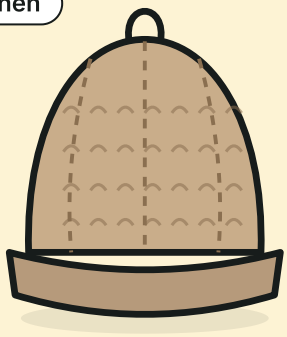


**Soft merino**

Merino wool, soft feel

**€ 59**

Linen

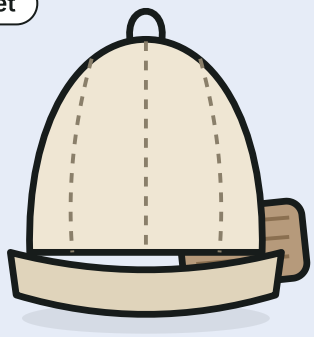


**Linen terry**

Linen loops on cotton

**€ 39**

Set



**Sauna starter set**

Hat, linen seat cover, scent

**€ 89**

## What we look for in a product

- 100% wool felt, merino, linen terry or linen blends with a clearly stated composition.
- Two sizes (M and L), calm colours, a hanging loop, tidy stitching.
- Photographs and product data we can use in our shop (images, care, sizes).
- A story that is true: place of production, makers, materials.

*4. How Hatto stands out*

# A premium sauna hat brand that explains itself

Hatto is a premium brand for sauna hats made of real wool, with a fibre passport for every hat, proper sizing and honest advice.

### Fibre passport

Composition, thickness (mm), weight, country of production and batch number on a card and on the product page. Hats are comparable at last.

### Design, not costume

Four calm silhouettes and colours with tidy stitching. No novelty animals and no polyester blends sold as wool.

### Two sizes, in centimetres

M and L with a simple head measurement guide. One size does not fit every head, hair length or hairstyle.

### The Hatto test

Our own measurements per material (head temperature, weight, drying time, shrinkage), published with the method.

### Gift link

The recipient chooses size and colour, and the gift arrives in a proper box. No exchanges, no guessing.

### Knowledge first

The most complete Dutch guide to sauna hats, written to be quoted by search engines and AI assistants.

We make no health or hair-care claims. We describe comfort and tradition, and we only say "Made in Finland" when that is true.

*5. Giving back*

# EUR 1 per hat, and the customer chooses where it goes

At checkout each customer picks one of three friends. Every quarter we pay out the amounts and publish the counter and proof.



### Villa, the sheep

Shepherd flocks that keep Dutch heathland open. Dutch sheep wool is often thrown away.



### Norppa, the seal

Seal rescue and protection, in the Netherlands or for the endangered Saimaa ringed seal in Finland.



### Mursu, the walrus

Winter aid for people through a recognised aid organisation. Walruses huddle together to keep warm.

## What it means for you

- Every hat we sell helps something real, and you are part of that story.
- We ask you for the origin of your wool and any welfare certification (for example RWS), so the passport on every hat is complete.
- Later we want to explore a Hatto edition made from Dutch heath sheep wool that would otherwise be discarded.

Organisations and amounts will be confirmed after agreements. We only promise what we pay.

*6. What we need, by phase*

# From first samples to a full assortment

| Phase | What we buy | Quantity | Supplier type |
|---|---|---|---|
| **0. Validate (weeks 0 to 4)** | Sample hats for photography and testing | 1 to 2 per maker | Finnish wool felt, Baltic made-to-order, Finnish linen |
| **1. Launch NL (months 1 to 3)** | 4 to 6 models, small stock | 50 to 100 hats | Finnish wool felt, linen terry, Baltic made-to-order |
| **2. Hatto Edition (months 3 to 9)** | Own colours, woven label, numbered runs | 20 to 100 per colour | Small felt studios and small-batch makers |
| **3. Accessories (months 6 to 12)** | Seat covers, pillows, scents, buckets | Small orders | Finnish textile and sauna brands |
| **4. Sauna retail points (months 6 to 12)** | Hatto hats on display at saunas and hotels | Small orders | Same suppliers |
| **5. DE and UK (year 2)** | Same range, local rules | Scale with sales | Same suppliers, importer or UK fulfilment |

We are happy to start with one or two suppliers per phase and expand when sales justify it. Embroidered and personalised hats come later, in year two.

*7. Working together*

# What we would like to arrange

### As a retailer

- Wholesale price list, minimum order and delivery times.
- A paid sample, credited against the first order if possible.
- Dutch (and later German) product copy based on your data.
- Distribution exclusivity for the Netherlands, if you have not appointed a distributor.

### As a private label partner

- Our own colours and a woven label or subtle embroidery.
- From 20 to 50 pieces per design, growing to 100+.
- Fibre composition and any certification per model.
- Made to order or direct shipping to customers where possible.

### What you get from us

- A brand that explains your product properly and keeps your name where it belongs.
- Honest origin claims: we only write "Made in Finland" when that is true.
- Photography, a knowledge base and paid advertising that bring customers who already understand what they buy.
- Clear communication and prompt payment on agreed terms.

*8. Next steps*

# A simple route from first contact to first order

1

**Conversation**

A short call or mail about your terms and your preferred way of working.

2

**Samples**

We order and pay for samples and check feel, composition and finish.

3

**First order**

A small test order, followed by repeat orders as sales develop.

**Contact**

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Sources: Google Keyword Planner (Nov 2026), Grand View Research, Seoul Economic Daily, public retailer websites. All figures are indicative.