



Marchesi di Montecristi

Where Legacy Meets Eternal Prestige

Marchesi di Montecristi, the UK's leading authority on authentic handwoven Montecristi and Panama hats, makes its official debut at London Fashion Week with a refined collection that redefines quiet luxury.

Founded in 1978, the British heritage brand merges Italian design sensibilities with Ecuadorian craftsmanship to present Panama hats that are both contemporary fashion pieces and timeless cultural artefacts. For over four decades, Marchesi di Montecristi has transformed the Panama hat into a global icon of sustainable elegance.

Sustainable Artistry, Timeless Appeal

Each hat is meticulously handcrafted from 100 percent premium Toquilla straw, sourced from Montecristi and Cuenca in Ecuador, regions where centuries-old weaving techniques are recognised by UNESCO as an Intangible Cultural Heritage of Humanity. Final touches are completed in the United Kingdom, creating a seamless fusion of heritage, precision and modern design.

London Fashion Week Showcase Includes

- Montecristi and Panama hats in brisa and herringbone weaves
- Fino, Superfino and Extrafino grade Panamas
- Rollable trilbies and wide-brim fedoras
- Women's seasonal editions blending classic elegance with contemporary flair
- Men's collections rooted in timeless sophistication
- Limited Editions a celebration of rarity and craftsmanship

Each piece features the brand's signature golden pin, a symbol of authenticity and enduring value.

A Conscious Brand with a Global Vision

Creative Director Maria Jose Incisa di Camerana leads the brand's design direction this season. Deeply connected to Montecristi's master weavers, her curated collections honour ancestral craftsmanship while presenting modern silhouettes with global appeal.

Through its parent company La Marqueza Ltd, Marchesi di Montecristi works directly with Ecuadorian artisans. This eliminates intermediaries, ensures ethical production and fair trade practices, and supports sustainable community development.

A Symbol of Quiet Luxury

Worn by royalty, cultural icons and discerning tastemakers, Marchesi di Montecristi hats are more than accessories. They are emblems of heritage, individuality and refined taste. The brand's creations have also appeared in iconic British television series, securing their place in the cultural conversation around timeless style.

At London Fashion Week, Marchesi di Montecristi invites visitors to explore a new era of luxury rooted in tradition, shaped by ethics and crafted for the future.

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