



BY MARQUESSES INCISA DI CAMERANA
MANUFACTURERS OF GENUINE MONTECRISTI
AND PANAMA HATS. HONOURS
LA MARQUEZA LTD., LONDON



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Marchesi di Montecristi Unveils Sustainable Couture Panama Hat Collection at London Fashion Week 2026

London, UK, February 6, 2026. British heritage brand Marchesi di Montecristi, the UK authority on authentic handwoven Montecristi and Panama hats, is set to redefine sustainable luxury at London Fashion Week 2026 taking place from 19 to 23 February, with a collection that combines timeless craftsmanship with contemporary couture design.

Founded in 1978, Marchesi di Montecristi brings together Italian design elegance and Ecuadorian artisanal expertise, producing luxury Panama hats that are both fashion-forward statements and wearable cultural heritage. Each hat is handcrafted from 100 percent premium Toquilla straw, with weaving performed in Ecuador by master artisans whose skills have been passed down through generations.

In the UK, every hat is refined in the brand's workshop, receiving a hand-polished finish using traditional processes and original hand-operated machinery, and is crowned with the signature golden pin of authenticity. The London Fashion Week showcase will feature an exquisite selection of Fino, Superfino, and Extrafino Montecristi and Panama hats, including rollable trilbies, wide-brim fedoras, and rare limited-edition couture designs for men and women.

Under the visionary direction of Creative Director Maria Jose Incisa di Camerana, Marchesi di Montecristi fosters a direct collaboration between Ecuadorian and British artisans. Every piece embodies ethical craftsmanship, sustainable luxury, and refined artistry, and this approach, combined with the brand's unique design elements, positions Marchesi di Montecristi as the world's leading Panama hat maker.

"Our philosophy is simple: luxury should not cost the earth," says Incisa di Camerana. "Each hat tells a story of heritage, craftsmanship, and care for the people who make it and the environment we share."

Discover the art of timeless elegance, sustainable couture, and authentic Panama hats at London Fashion Week 2026.

Contact:

Email: hello@montecristi.co.uk

Website: www.genuinepanamahats.co.uk

LONDON FASHION WEEK
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