

Edinburgh hat designer's new collection for spring



ROSE YOUNG MILLINERY INTRODUCES SPRING/SUMMER COLLECTION

Edinburgh-based Rose Young Millinery has introduced an elegant and unique Spring Summer 2014 collection which includes hats and headpieces perfect for wedding guests, race goers and brides alike.

The soft felt percher/beret style hat (£185) with two dyed turkey feathers and diamante brooch is elegant and understated. 'Perfect for a wedding or race event' said Hannah Young, the designer behind the brand. 'This headpiece is secured to the head with a hat elastic which is invisible when hair is styled. It is a stylish, lightweight and unfussy beret – one of our most popular and wearable styles.'

Hannah was invited to show at London Hat Week held in Soho earlier this month. She was thrilled to have the opportunity. Her passion for fashion and millinery was borne out of her paternal grandmother's impeccable style. She said: 'She always wore a hat and was always well turned out in the latest trends'. Both of Hannah's grandmothers were hard-working women, striving for the best for their families and themselves. She very much hopes that they would both like the millinery business she has created today.



The latest Rose Young Millinery Collection exudes simplicity and classic elegance. Priced from £85 for a flower crown the collection includes a felt beret with bow and merry widow spot veiling (£75); a small, vintage inspired, percher (£125) designed to perch on the side of your head, over your

eyebrow. Mounted on a hair elastic which is invisible once hair is styled adds true glamour; and saucer hats, the modern alternative to the formal hats (£225).

While Hannah does offer some ready to wear pieces available in her studio in Great King Street, most clients choose something very special and bespoke. 'Many clients arrive at my studio knowing only that they need to get a hat to go with an outfit. My job is to help them choose something that completes their own look and makes them feel fabulous whether they are the mother of the bride, a wedding guest or would simply like to be able to wear a hat.'

Recognising that some ladies will prefer to shop on the High Street, Hannah created an exclusive collection for LK Bennett on George Street in Edinburgh. Here sales staff noticed that customers who were perhaps less used to wearing hats loved that they could find the 'finishing touch' and walked out with their complete outfit.

Rose Young Millinery is also available to order or to buy at Serap Couture on Albany Street in Edinburgh. The bespoke designer specialises in bridal gowns and mother of the bride outfits. Serap involves Hannah in the early stages of the design. She said: 'Many of my clients come to see me with an idea of what they'd like for their big day, however it is often finding the 'right' hat that proves particularly stressful. Hannah has added a different dimension to our service and all our clients find something special, whether from stock or made exclusively for them. They all leave thrilled with their final outfit.'

Rose Young Millinery headpieces are being seen on more catwalks around the city as Hannah collaborates with stores such as LK Bennett and Jane Davidson. She also regularly supports local charity fashion events including 'Glitteratea' in aid of Lisa's Challenge for Maggie's; Poppy Scotland and the Aberlour Trust.

Hannah recognises that wearing a hat is an unfamiliar act for many, something that tends to be reserved for a special occasion. She continued: 'Many of us fear choosing the wrong hat or simply feel that hats do not suit us. Rest assured that everyone can suit hats...as long as they are the right shape, size and shade for our head and face shape.' For Hannah's top five tips for successful hat buying and wearing go to her [website](#).

