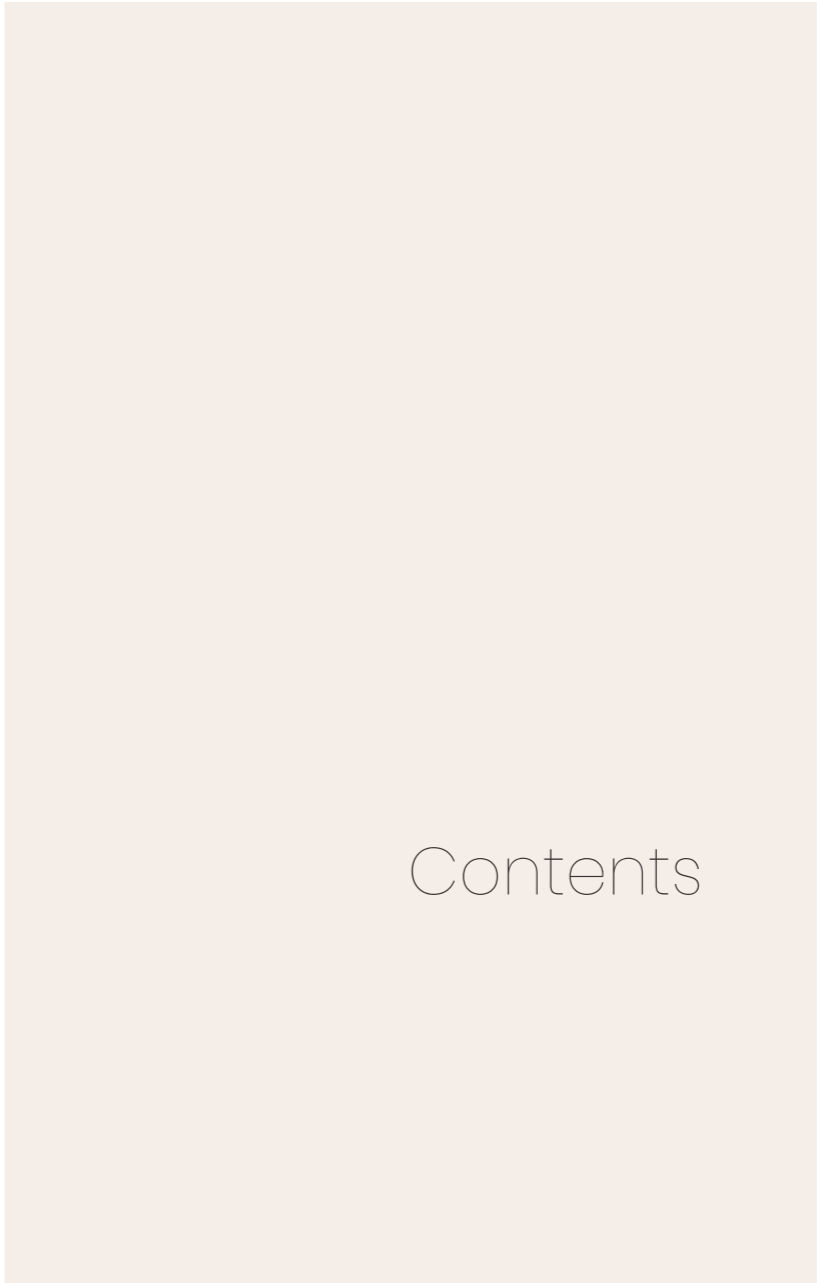




*Wherever I lay
my hat is home*



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*The story of
a productive
patrimony*
. History



In the heart of the Marche region, on the slopes of the Piceno hills, the medieval hamlet of Montappone emerges, today known as an important global centre for hat production. The hat district was born around the end of the 1960s thanks to the work of the artisan masters.

Montappone
the story of
a productive
patrimony



Today, the hat museum in Montappone is the highest expression of the history, culture and art of this area.

*Montappone
artistic and artisan
excellence*

. History



The traditions of this territory have made production into an art, a strong element of the economy, and Italian excellence.

The activity gets its origins from the farmers of the Fermo hillside around 1300, when the women began to skilfully braid wheat stems in order to transform them into straw head coverings.



Since **1996 ...**

The history of Carlo Forti is the story of a student who knew how to value the teachings and experience of the local artisans, until becoming a master hat-maker himself. He illustrates his passion with his skilful hands and with the antique sound of the sewing machine.

Our young and innovative company began in 1996 with the idea of bringing a dream and great passion to life. Experience and dedication materialized during the development of the first Carlo Forti collection. And this was the beginning of a constant path of growth and evolution.



Each model tells a story

It all starts with a sketch which passes to the hands that choose the fabric, then to those that sew it, creating a unique product. Each hat has its own spirit which tells the story of its creator.



*Philosophy
and Values*

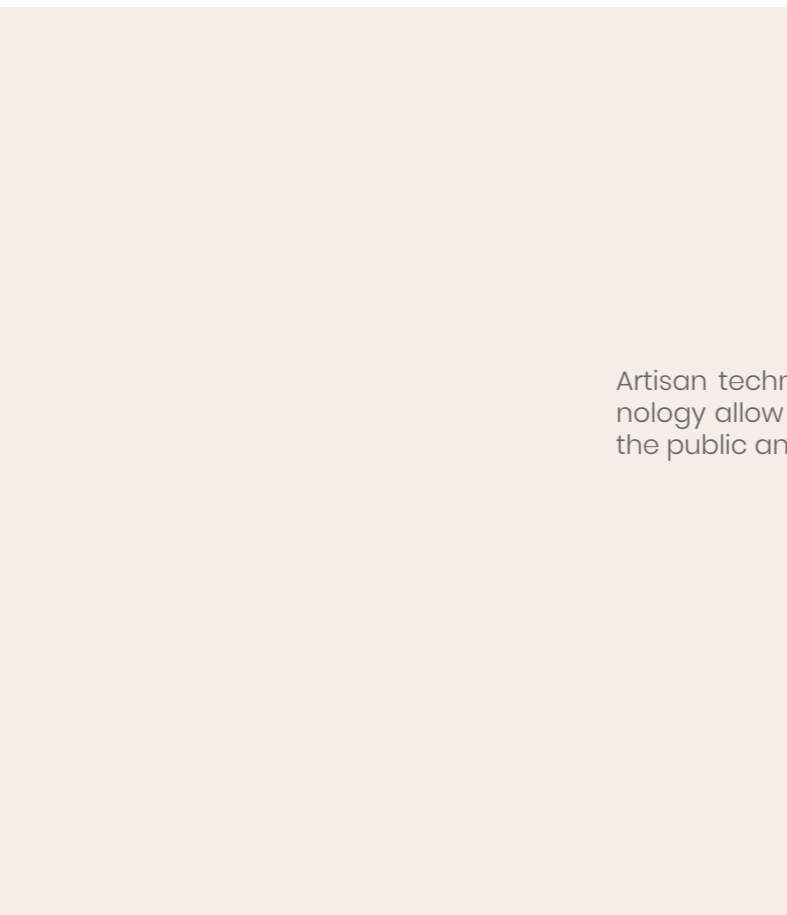


Innovation

*The evolution of a
centuries-old story*



Tradition



Artisan techniques and new effective technology allow us to expand our dialogue with the public and with the market.



ITALIAN
EXCLUSIVITY



"Made in Italy" is a long-standing prestige. It is based on the marriage of quality and innovation. The true "Made in Italy" exists only when conception, design, and production all happen in Italy.



CARLO FORTI



*We transmit the
values and culture
of our land*

"Made in Italy" represents the experience and the tradition of a country that has developed, over the decades, a know-how that today is recognized all over the world. Made in Italy represents us in all phases of production.

Ideas, intuitions, and style find expression in the search for fabrics and weaves that give life and soul to that which begins as a simple sketch.



The client at the centre

We design creative and advanced stylistic solutions, always careful to provide a service that is complete for a demanding market that is constantly changing.

All of our collections, while maintaining our stylistic product line, can be modular with some details suitable for international markets.





CARLO FORTI

*Style and
Design*

Style and Design

*“The Carlo Forti brand:
the essential
search
for beauty”*

Our collections are the fruit of a careful study
and constant search for beauty and refine-
ment.



We are specialized in the creation of men and wo-
men's hats. Our production is characterized by ca-
reful research on a stylistic front, the selection of raw
materials, and "made in Italy" artisanal excellence,
for a perfect mix of design and practicality.



Style and Design

Different styles and winning combinations, from the most classic moods to the most casual styles

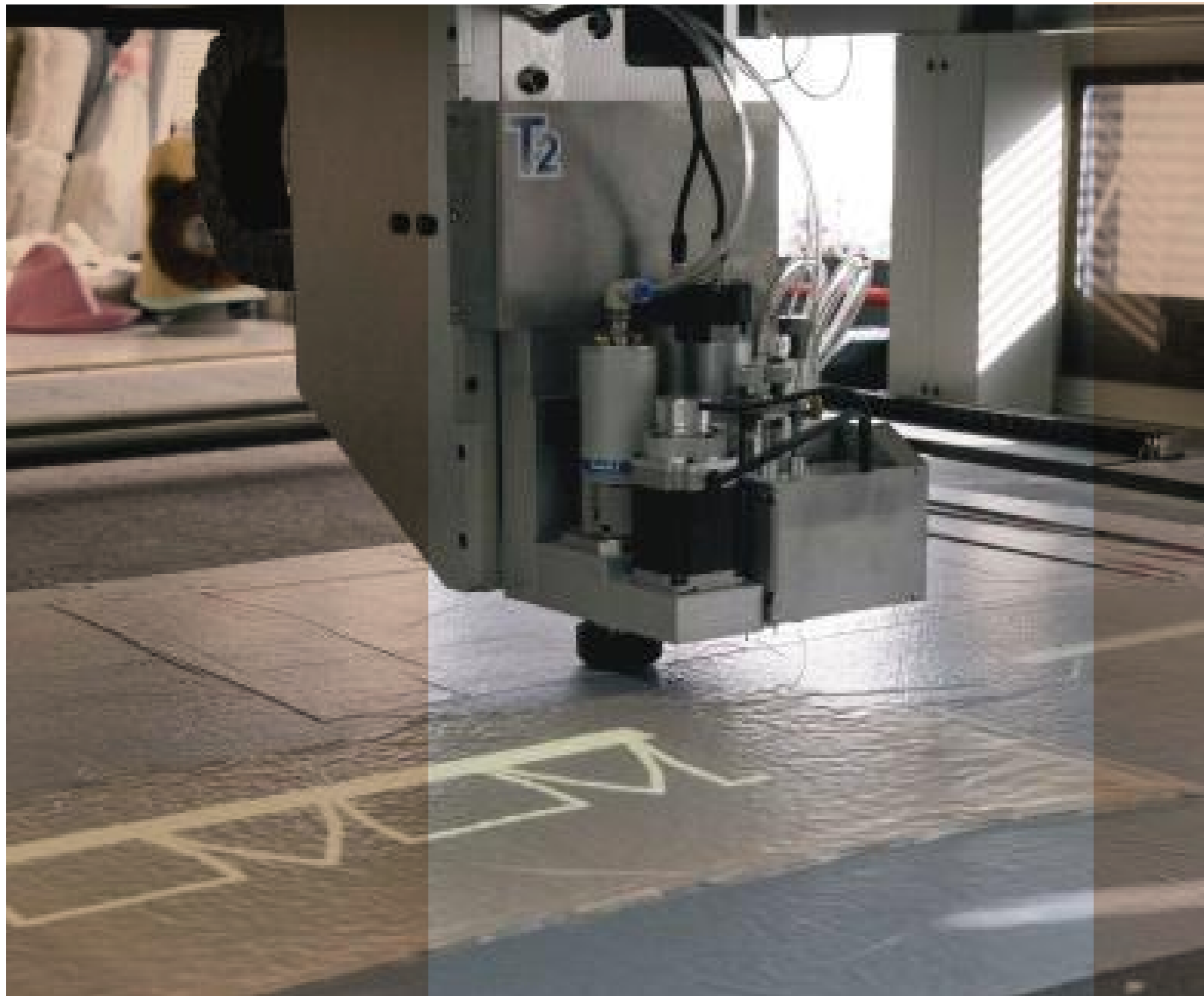
Ranging from the oldest traditions to the newest technologies and unique materials: from prestigious fabrics to carefully selected high-quality leathers, our stylistic creativity gives each model a highly significant personality.



Vision and prospective, details and fabric

Natural materials are accompanied by a conceptual and stylistic philosophy that values more unique production, with a harmonious balance between fashion and tradition, and between new styles and echoes of the past.

Satin, velvet, classic tweed, sanded denim, and technical fabrics play with pastel colours and deeper tones.



*Tradition
and
Technology*



By using the knowledge of traditional production techniques as well as CAD-CAM technology, we have the possibility of designing and developing samples in real time. Every stylist will find us able to listen and bring to life the most varied creative proposals.



“The work of knowledgeable and expert hands alternates with modern manufacturing processes”



Teamwork: a great resource which allows us to value excellence







*“Elegant, casual, classic or
bizarre, the hat always
brings out the personality”*

Fortified by our experience, we obtained a certification for the artisan and traditional manufacturing that has always characterized the Carlo Forti collections.

We are proud of the official recognition from the Marche Region bestowed on Carlo Fonti of Master Artisan Hat-maker.



Communication

Our knowledge of the market, from the client to their values, allows us to develop efficient and thoughtful marketing strategies, to define concrete and measurable objectives, and to guide the mix of advertising and communication investments.



Our Numbers

45
years of
experience

14
qualified staff

70.000 pz
annual production

9.000 m2
of fabric



.Our Numbers



Social commitment and sustainability

We are convinced that the commitment of each one of us is a synergy of collective force and we therefore aim to always be coherent with our actions and choices so that they are compatible with a low ecological impact and sustainability.

We respect and value the resources of our territory. Many of our models are made with alternative fabrics and materials which are recycled.



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