

*Internationally renowned fashion artisan offers you a confidential view of her award winning designs...*

## **“Discover How to Make Heads Turn at Every Event With Hats That Are So Unique, Personalized and Exclusive — You’ll Swear You’ve Reinvented Fashion!”**

Rarely in the modern world do you encounter a collision of art and fashion so prominent and painstakingly conceived, connoisseurs seek you out.

It’s been said, if you do something enough, you’ll become an expert at it. Polly Singer has been designing hats for over two decades, and she’s created thousands of them.

Not only has she achieved expert status, but when you’ve handcrafted high-end merchandise for dignitaries, celebrities, and other fashionistas, the words prodigy, virtuoso, and even genius come into play.

However, ***when you’re this good, the stakes are high***. Your craft and reputation has got to be spot-on, because it’s running with the big brands.

Polly’s creations have been worn to the Kentucky Derby by the State’s First Lady, and countless numbers have adorned the heads of women attending elite events like Preakness, Oaks, Belmont, and Ascot.

And not just in the U.S., her works have seen the shores and scenes of countries like Australia, Ireland and Dubai.

### ***There’s Always a Special Hat for You***

It wouldn’t be hard to imagine yourself in one of Polly’s hats. They’re ideal for special occasions and happenings like weddings, tea parties, galas, and luncheons. *And when you’re wearing one of these exclusive models, you’ve clearly made a statement that ordinary is not in your repertoire.*

Upon entering Polly’s workshop you’re immediately drawn to the notion that this is not the sweatshop of a hat producer, but of an artist in her studio.

“The reason why these hats are so distinctive is because each one is hand made. A woman wants to stand out, yet look elegant.” Polly smiles, running her hand across the brim of one of her hats.

“There are plenty of goofy looking hats on the market because manufacturers assume they know what ladies want. Sometimes the client will want a cutting-edge style rather than a traditional one. When I create a hat, I engage the client in the process, emailing photos and comments back and forth until my hand sculpted piece is finished.”

### ***The One Success Story She’s Sick of Telling...***

Often, the road to becoming a sensation is loaded with strange twists and turns, and Polly’s tale of what got her into the hat business isn’t an exception.

“My husband and I are tired of telling this story, but it’s true. One day, we were getting ready to hit the road and we were running late. I was brushing out my hair as fast as I could, when the brush got stuck in my hair. I mean, I really couldn’t get the darn thing out.”

“Since we were already late, I had only two options: cut the brush out of my hair, (which would make me look like a mess until it grew back) or put on a hat.”

Polly shrugs her shoulders, “The hat won.”

“I got so many compliments on the hat I wore that day, something clicked. I decided to start a business designing and forging different hats, and that’s how I got started.”

However, Polly’s story wasn’t really that simple. “I was laid off from several different jobs before I became a hat artist. It was my love for my craft and design that carried me through those tough times.”

### ***How Training and Experience Make a Magnificent Product***

Polly trained extensively in millinery at the prestigious Fashion Institute of Technology (FIT) in New York City. Because of her diverse design background she’s able to create a variety of hats for many different occasions. Not only that, Polly can create hats based on a client’s ensemble.

“There are those times when a client will throw you a strange curve. I once had a buyer that wanted a hat made entirely of horseshoes.”

“Horseshoes, I’m telling you!” she exclaims, throwing up her hands.

“I never thought I could actually pull this one off! The horseshoes had to be all welded together, and to make matters worse, I was delirious with a high fever at the time...”

However, I finished the project on time and the client loved it."

***Let this Artist Put You "On- Trend"!***

These experiences were defining moments for Polly and helped her develop a dynamic business and product. It also gave her the ability to identify and help her patrons distinguish themselves.

When you wear one of her hats, veils, or fascinators, you're expressing yourself and wearing a piece of art that is **haute couture**; you won't be seeing duplicates or knock-offs of Polly's work.

Not only will you be wearing an original statement, but you'll be in a hat that has proven itself with critics. ***Polly's work has been seen in People Magazine, USA Today, as well as The Wall Street Journal and she was also featured on ABC's The View.***



Here's just a sampling of the accolades that Polly's artistry has attracted over the years from excited and pleased clientele:



*"I just wanted to send you a quick note to say thank you for such a beautiful hat - it really made my day! I received so many compliments on it - including one very special one from Chelsea Clinton. I had to send your contact information to at least 5 ladies that were with the group we met there with Pepsi. I'm sure they will be calling you for next year's Derby ... I know I will be.*

*Thank you again and thank you also for the extra effort in making sure that it arrived here in time for my trip - I really appreciate it."*

Kathryn Blackwell, Derby 2008

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*"Dear Polly,  
Thank you so much for your hard work. You truly made Ms. Rose's life better! She was so thrilled when she saw her hats, she had to try on each one & plan what to wear them with. It was such a wonderful show, we are proud to have worked with you for such a good cause!*

*XOXO Amber"*

Amber Christensin  
Extreme Make-over Home Edition  
March 2008

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*"Polly,  
Stunning! Stunning! Stunning! I absolutely love the first two hats I've received & am so looking forward to seeing "Star's Ascot" when it arrives in the next day or two!*

*Thank you! I will definitely be in touch!"*

*Sincerely,  
Shannon  
San Antonio, TX*

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*"The hat was perfect! I received so many compliments. It was a perfect match for the dress."*

*Many Thanks,  
Jane K. Beshear  
Kentucky's First Lady*





*"Just got your email. Julie was very excited that you mentioned the hat was featured in the WCBS video of the Derby. We have received many calls from people who saw the video and they all loved her hat! Here is the best picture of the hat that I thought I would share with you."*

Tom Pronesti

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*"Hi Jan and Polly, Thanks so much for the lovely hat. It turned out just how I had pictured it. Attached are a couple of photos."*

*Warm Regards,  
Jennifer Loy*

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***Now, it's Your Turn to Embrace an "Exclusive" Look!***

A fashion statement should stimulate, and create a unique experience that others will remember. These are one-of-a kind, handmade events that only a master craftswoman could shape. Each piece is researched and considered by Polly herself before she starts the project.

**100% Iron-Clad Guarantee**



*"I'm absolutely sure that you'll love my creation made especially for you. However, if for any reason you are not satisfied, I'll be happy to reimburse you promptly."*

~Polly Singer~

***The Time to Order is Now...***

These works of art cannot be crafted overnight. Careful planning, consideration, and consulting must be completed before your commission can be started.

You'll need to order your very own private expression promptly to see what Polly can design for you. So please, contact the artist using the information below as soon as possible.

**Polly Singer – Couture Hats & Veils**

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