



101 Hats

The Best in Modern Millinery
Nantong Foremost Hats Museum
Foreword by Stephen Jones

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- Features 101 hand-picked creations from a massive private archive of 7,000 pieces
- Showcases top headwear designers from diverse cultures and continents
- Re-imagines collecting as a way to preserve modern innovation for future generations
- A high-end visual tribute to the intricate craft and artistry of millinery
- Foreword by Stephen Jones, the world's most iconic milliner

Jeffrey Sun travelled the world collecting nearly 7,000 hats and hat-related pieces. Amassing these beautiful creations made him realise that collecting is not just about preserving the past, but about collecting designs from the present for the future. It is this belief that led Sun to curate the 101 creations in this book, celebrating top headwear designers from around the world. The result is a celebration of the art and craft of millinery through one man's passion for hats, his dedication to collecting, and his vision for connecting headwear designers across cultures and continents.

Jeffrey Sun entered the hat industry in 1988, founded his company in 1996, and began collecting hats in 2006 upon a friend's suggestion. In 2019, he officially established the hat museum, which now houses nearly 7,000 hat-related artefacts. In 2023, he launched the "101 Designers Hat Collection" project. Despite initial challenges in soliciting contributions, the project was completed after nearly two years with support from renowned international designers such as Stephen Jones and many others.