

— Super Duper —

HANDMADE HATS



PORTFOLIO

ABOUT

SuperDuper was born in 2010 from the creative minds and skills of Ilaria Cornacchini, Veronica Cornacchini e Matteo Gioli. SuperDuper was born out of a fun-loving passion after the discovery of a unique wooden hat block. Since the very beginning the beauty of this object, so carefully carved, went together with our

love for the hat, an irreplaceable icon of style. Every SuperDuper hat born thanks to several hours spent to transform high quality raw material into an authentic handcraft product. A hat becomes a SuperDuper only if we are truly satisfied with the final result and if we are the first ones willing to wear it.

Every SuperDuper is a creative jewel inspired by the suggestion of the moment and is the result of a traditional process, almost totally lost in the chaos of mass production nowadays.



BIOs

Matteo Gioli (Pisa 08/07/1986)

He is a musician and designer. Since 2010 he is designer and co-founder of SuperDuper Hats.

Since June 2012 he start a collaboration with the artistic collective "Art Comes First".

Illaria Cornacchini (Foligno 23/09/1981)

She is an architect with a big talent and long-time passion for fashion. In 2007 she attended a course in fashion design at Polimoda (International School of Fashion and Design in Florence).

Veronica Cornacchini (Foligno 22/04/1984)

Graduated in Design at University of Florence and she had a internship

in WearableTechnology at TU/e in Eindhoven (Holland), where she presented a research project based on the interaction between light and fabric. She is also a professional modern dancer.



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COLLECTIONS
FW2011_12

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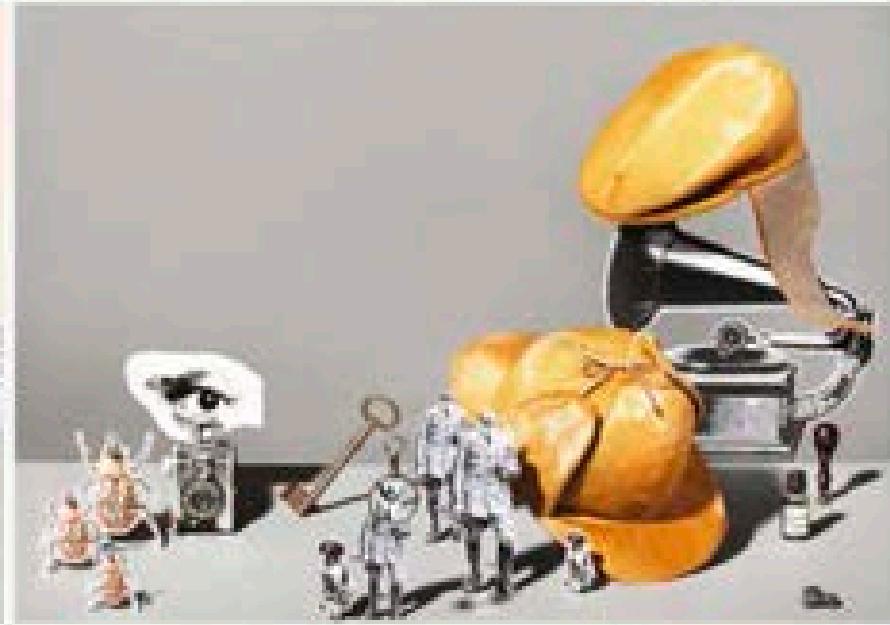
COLLECTIONS
SS2012



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COLLECTIONS
FW2012_13



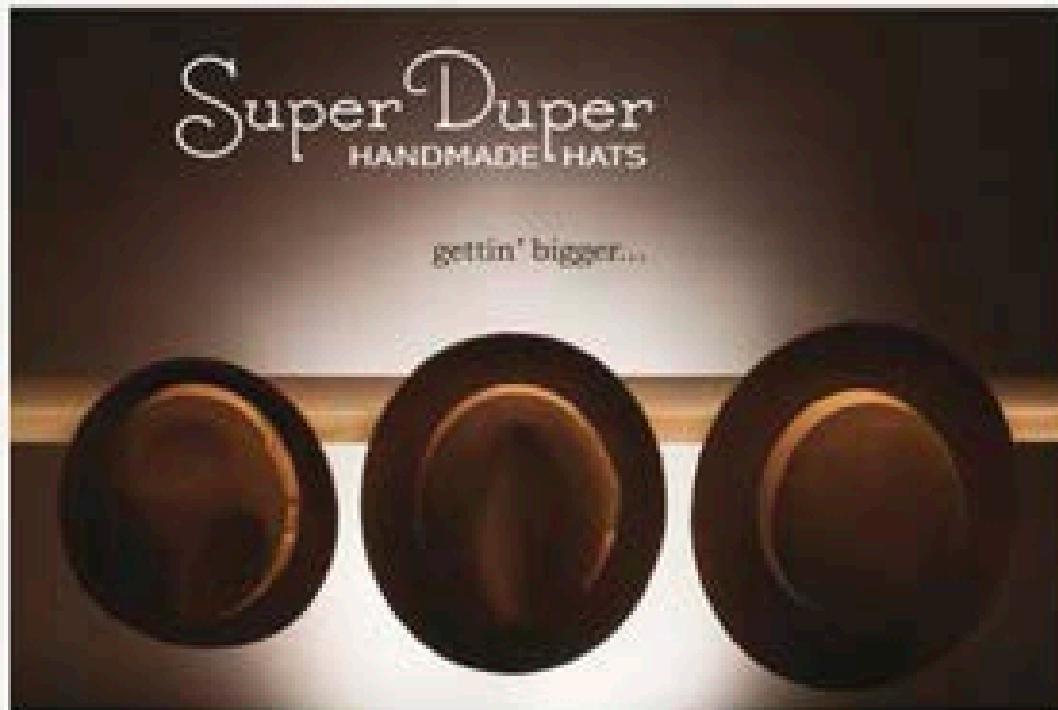
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COLLECTIONS
SS2013

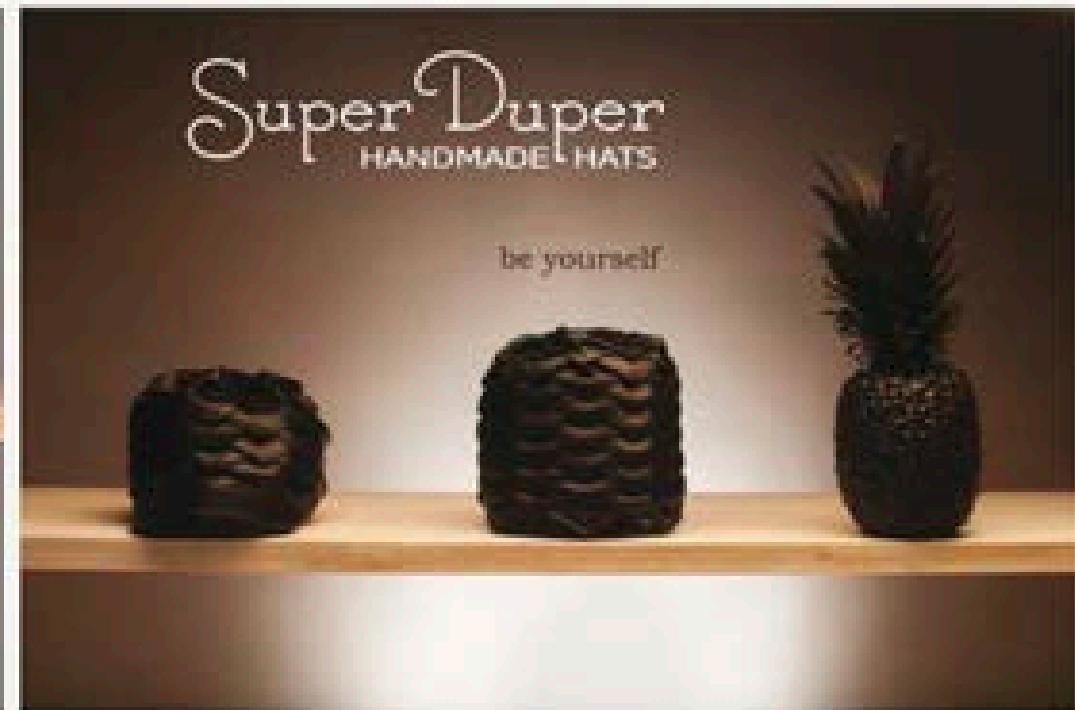
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COLLECTIONS
FW2013_14



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gettin' bigger...



Super Duper
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be yourself

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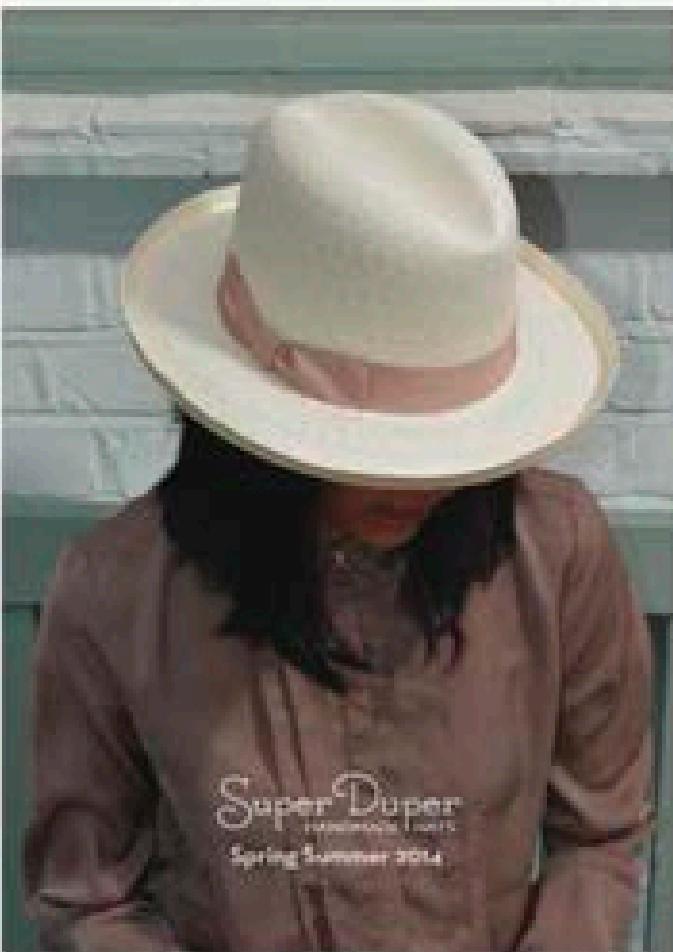


COLLECTIONS
SS2014



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COLLECTIONS
SS2014



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COLLECTIONS
FW2014_15



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FW2014_15



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COLLECTIONS
SS2015



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COLLECTIONS
SS2015



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COLLECTIONS
FW2015_16



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COLLECTIONS
FW2015_16

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2013 AWARD WHO IS ON NEXT?



WINNER OF "WHO IS ON NEXT?" MEN
SPECIAL MENTION "WHO IS ON NEXT?" WOMAN



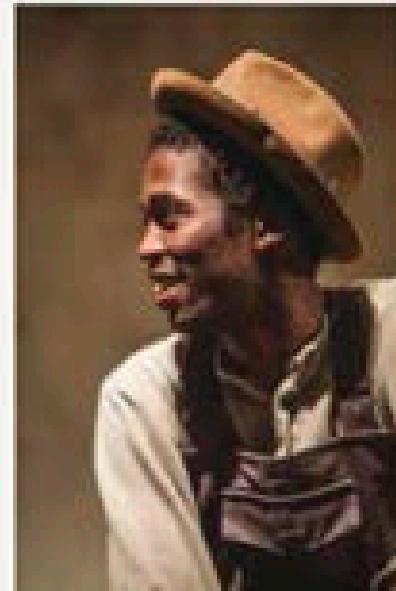
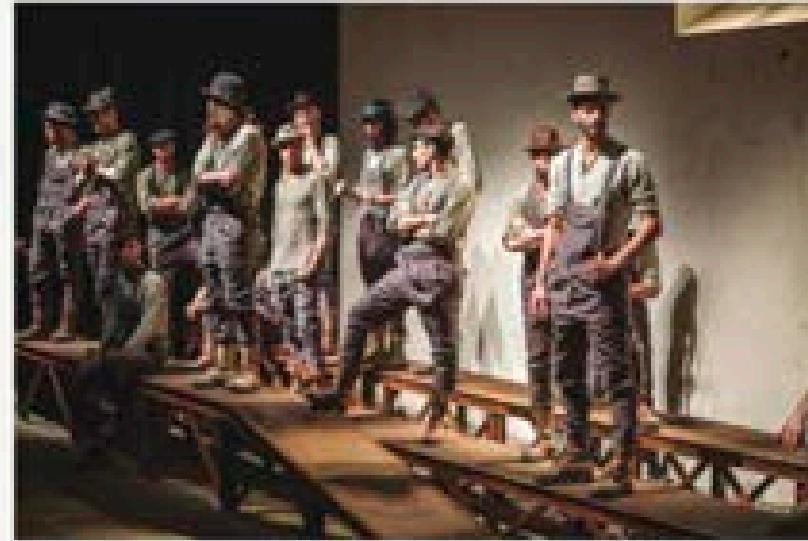
promoted by:

VOGUE

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THE
SHOW

Jan 7th - Dogana, Via Vallonda, Firenze



PROMOTED BY

FONDAZIONE
PITTI
DISCOVERY

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PROJECTS

SPECIAL

SuperDuper Hats works also on special project and collaboration
with other brands.

From Super Duper hats constant research was born the Mercurial
hat, the Hobo and Lotho hat.
the goal is to bring innovation in the hat world.



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THE MERCURIAL

the modular,
transformable hat.
three hats in one.

The hat transforms
itself, with the help of
zipper in various
models, mixing up the
three elements that
compose it.



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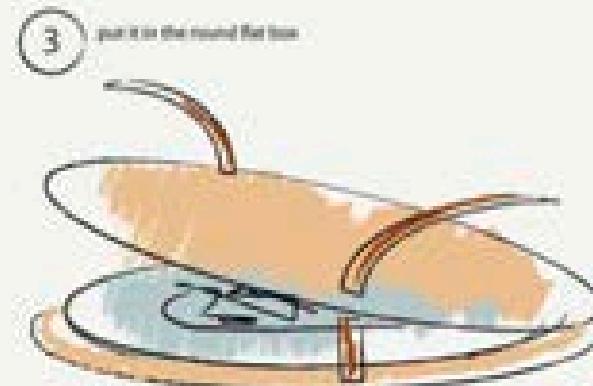
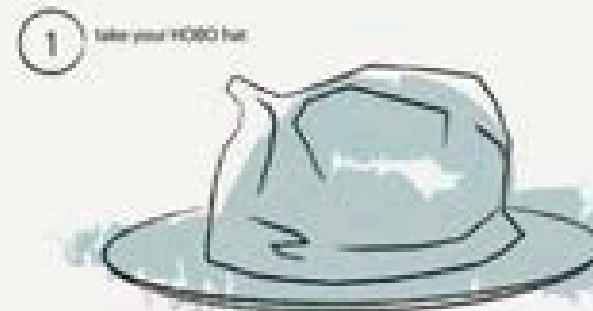
THE MERCURIAL



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THE HOBO



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THE HOBO



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THE PINCE*NEZ

By LOTHO

From the collaboration with the well-known eye-wear brand Lotho borns the collection's masterpiece: the hat with Pince nez, small sunglasses that can be finely leaned on the nose like in the nineteenth century or be applied on the hat.



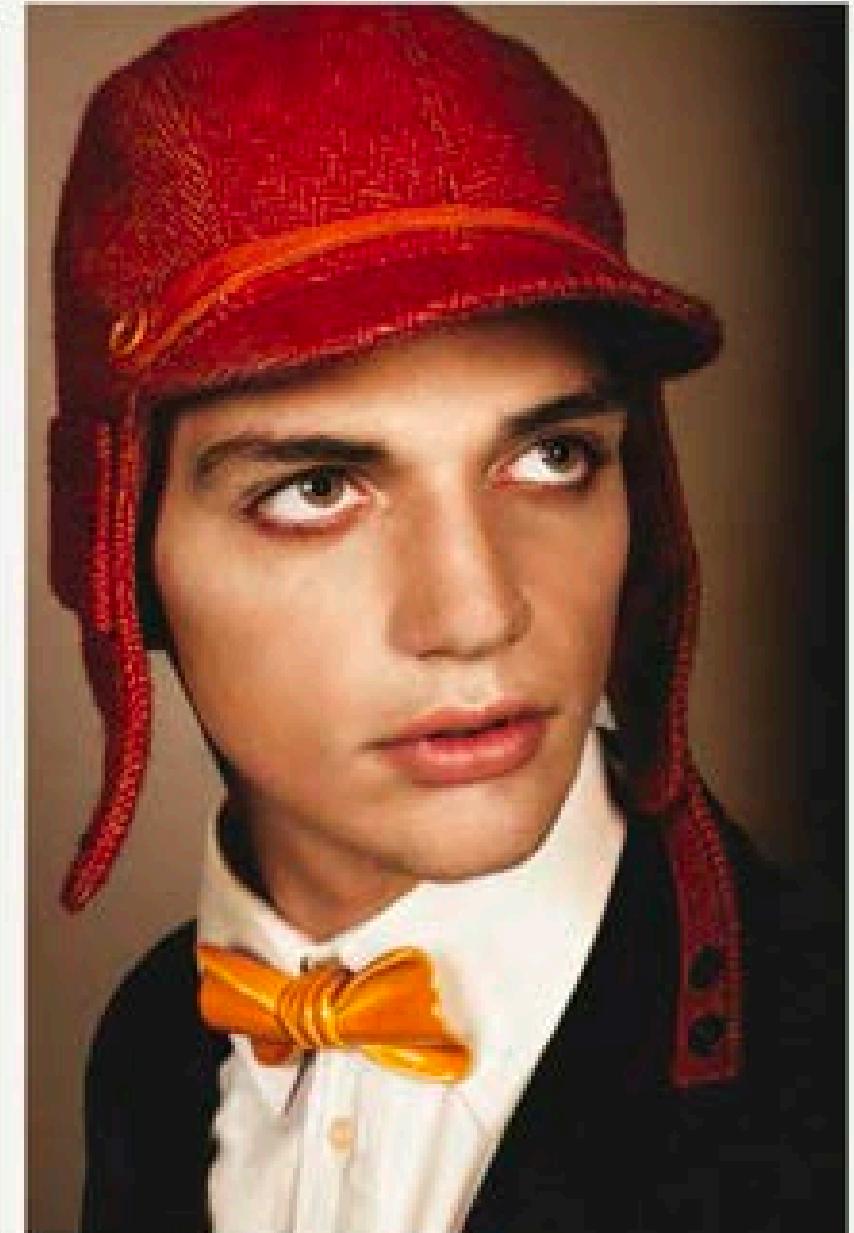
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COLLABORATIONS
ART COMES FIRST



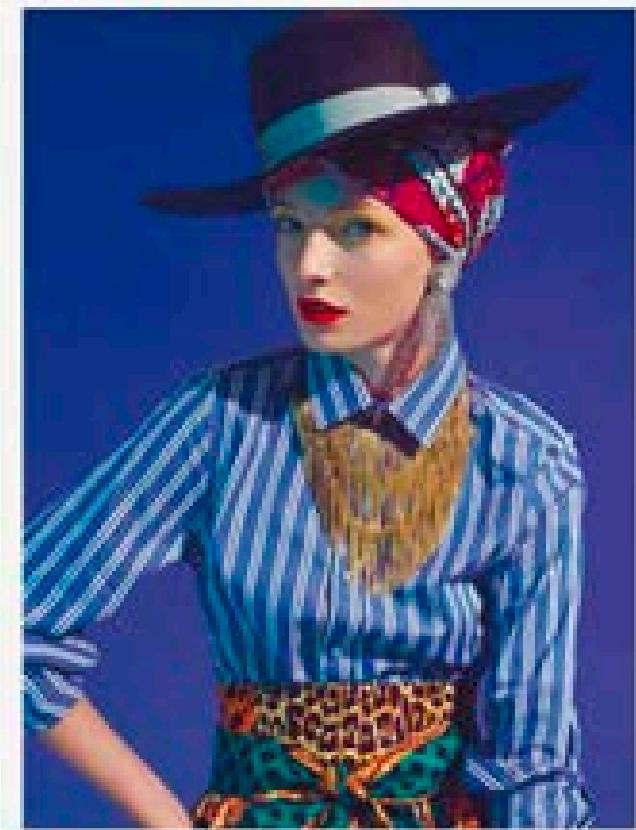
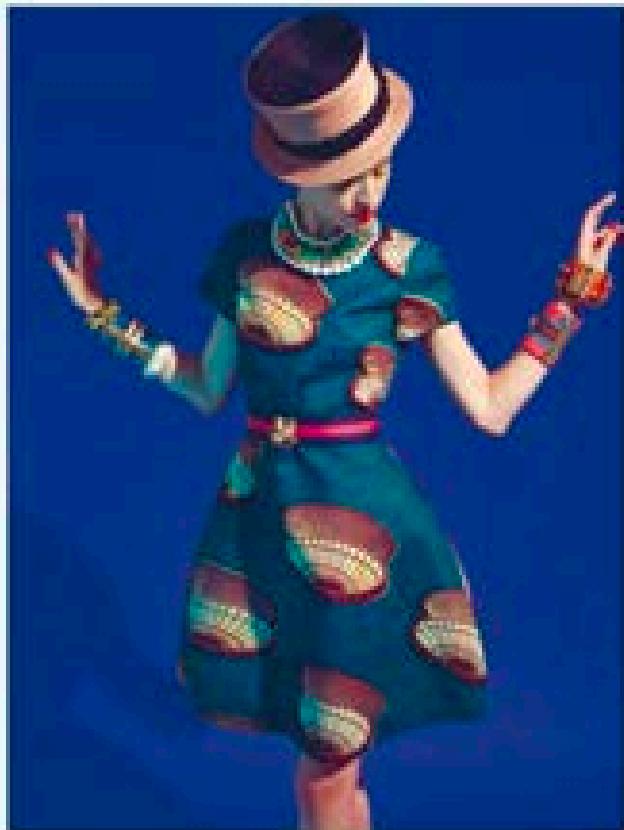
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COLLABORATIONS
CAMO



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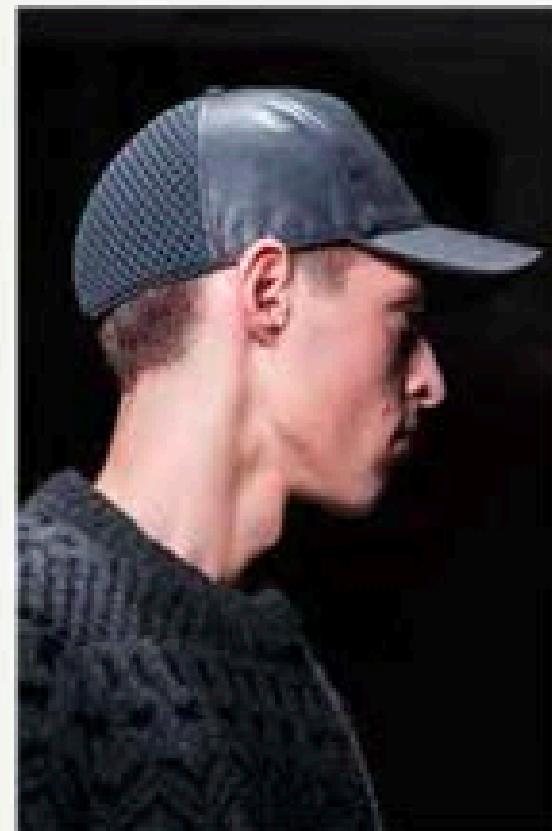
COLLABORAIIONS STELLA JEAN



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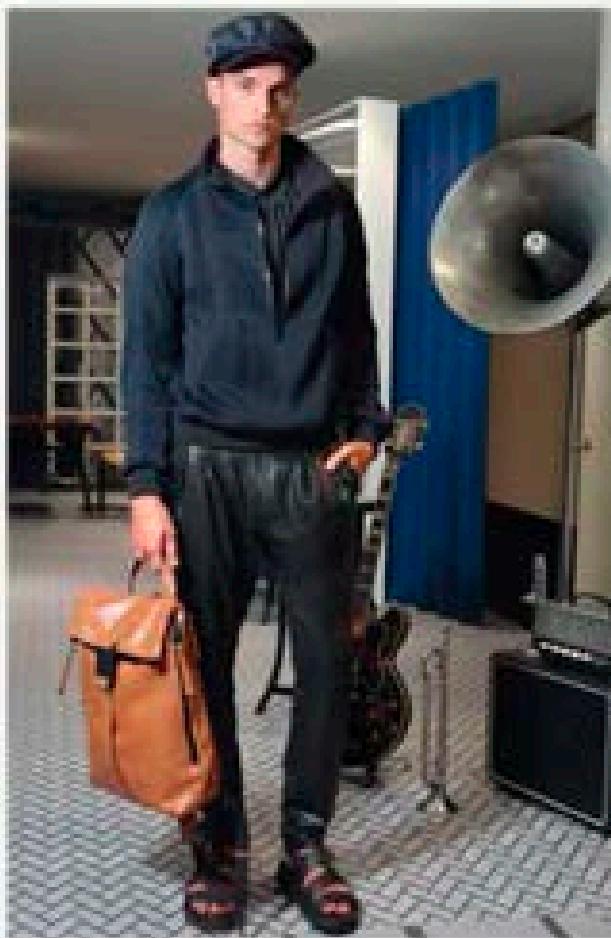


COLLABORATIONS
CALVIN KLEIN



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COLLABORATIONS
TRUSSARDI



OUR CONTACTS

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