

The Giana Beanie by Chaos: Style + Warmth for a Bitterly Cold Winter



(San Diego, CA) January 15, 2021- Chaos Headwear, the foremost and a leading innovator of knit and constructed headwear apparel, divulged that the women's Gianna Beanie is seeing an upward trend this winter. Taking advantage of the natural benefits of cashmere, the Giana Beanie combines tradition and technology in a stylish, ultra-comfortable, versatile new beanie.

Cashmere has long been considered the epitome of luxury within clothing. A natural fiber from the long hairs of goats and is combed and never sheared, creating a soft and luxurious feel. Along with its natural insulation and moisture-wicking characteristics make it extremely comfortable to wear. Cashmere has long been used in fine soft-goods. Now, Chaos has applied this ultra-lux, natural, renewable material to its headwear along with Polyamide yarn thus creating the ultimate women's winter beanie.

"We created the Giana Beanie after listening to some of our female customers who wanted a stylish yet functional piece of headwear," said David I, Director of U.S. Retail Sales. "What we ended up with is a beanie that is super comfortable, versatile enough for everyday use and stylish enough for any occasion. The sales this winter have proven that we developed a beanie that strikes the perfect balance of fashion and function."

For more information, please visit www.chaoshats.com or for sales information call Director of U.S. Retail Sales, David I at davidi@chaoshats.com

About Chaos:

Chaos is a leading innovator of headwear for every season, and every reason. From the beach to the summit, apres-ski and everything between, Chaos and CTR provide the latest fashion and the greatest in function. We're driven by our love for the outdoors and backed by over 50 years' experience in design, materials, sourcing and production. As lifelong outdoor and action sports enthusiasts, we have an obligation to the world around us. Our mission is simple: provide the freshest designs in headwear while pushing the limits of eco-friendly production.

Looking for awesome headwear that puts the planet first? We've got you covered - literally.

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Rendezvous Marketing Group

info@rendezvousmarketinggroup.com