

Chaos Headwear Launches Spring Line-Up



San Diego, CA (March 1, 2021) – Chaos, the foremost and a leading innovator of knit and constructed headwear apparel is thrilled to announce the launch of its Spring 2021 collection with the Summit series leading the way.

Chaos’s Spring 2021 collection offers an elevated range of the brands styles, as well as a new assortment of premium headwear for everyday use. In addition, the collection introduces a vibrant range of spring-inspired styles that are both fashionable and functional.

The **Chaos** brand, which is synonymous for bringing best-selling headwear to market, is anticipating its Summit collection to gain even more popularity and continue to be one of the company’s top-selling series. Consisting of nine styles (eight of which are available year-round) the Summit collection is made out of the company’s proprietary Helishade fabric; a sun protective fabric that is 100% recycled polyester and is Bluesign certified. Helishade is rated UPF50+ and also provides moisture wicking properties and elasticity, ensuring superior comfort and fit. The collection starts with two of the company’s best-sellers, the Expedition, a lightweight sombrero with air vents and perforated side panels and the Pack-it Boonie with an interior pocket and removable chin cord. Both styles come in a variety of colors.

“With the influx of outdoor recreation participants and the sales pattern from this winter, we believe Chaos will have one its best spring seasons yet,” said Dominic Chenelia, President of U.S. Operations. “We’re ecstatic about the spring line-up and believe our customers and retailers will be too.”

Daily, the Chaos spring collection is being loaded onto shelves in sporting good stores nationwide and weekly specials can be found at www.chaosheadwear.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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