
HATS OFF TO SANDRA

There's nothing mad about this hatter. Although she sounds a little quirky.

"The hats are like my little pets," says Sandra Mattar, a former teacher who recently opened Head Case, Edmonton's only fashion hat store.

You'll find no ball caps here, but plenty of fedoras, pork pies, poor boys, bowlers, panamas, westerns, straw hats, felt hats and formal hats. More than 300 styles priced from \$40. Many are made in Canada, others in the U.S. and beyond.

As word spreads, customers are finding their way up the elevator to the bright emporium on the third floor above Starbucks at the corner of 103 Street and Whyte Avenue.

"People are really enthusiastic because they were having to order on the Internet or wait until they went out of town to buy their hats," says Mattar, 29.

Headwear has been enjoying a comeback in the past few years. Styles that were once associated with old guys are finding new popularity with the younger crowd, says Mattar.

Edmonton hasn't had a hat shop since Mr. John's Hat and Men's Wear closed in 2000 after 63 years of business.



— PRESTON BROWNSCHLAIGLE, Sun

Sandra Mattar, owner of Head Case, the city's only fashion hat store.