

New Hat Shops in London

This summer London has seen the opening of two new millinery establishments. Each in separate areas of the city and attracting a different customer, but both with a passion for headwear and a confidence to succeed in a new business venture...

Atelier Millinery

As Carnaby Street celebrates its 50th anniversary this year it can look back on many changes since its heyday in the swinging 1960s. Today it is once again a young vibrant area offering the most sought after global street brands. And, located half way along Carnaby Street, in an area designated to small independent retailers and designer/makers, is Kingly Court, which is becoming one of Carnaby Street's most sought after destinations.

Both Georgina Abbot and Tina Giuntini have been spreading the 'hat word' for many years and teaching together over the last three, from a studio in Somerset, in rented spaces in London and last year at the Victoria & Albert Museum. Their plan to open a central atelier/shop came to fruition when they were offered this first floor shop, and readily agreed to take it. And so on May 13th the first hat establishment to be located here since the 60s opened its doors. Selling specialist raw materials and ready-made hats for both men and women it makes this a one-stop shop for milliners and hat wearers. From Day One an area in the shop was put aside for daily lessons/tutorials, planned to progress from basic training to more advanced classes.

Whilst just consolidating their business, they are also assisting 'The Collective' who are planning to open a Pop-Up Shop, also in Kingly Court, for young contemporary hat designers. (See page 39) This would certainly rubber stamp Kingly Court as a destination not to be missed for the young, fashionable, new generation of hat wearers!



Clockwise from top right: Atelier Millinery located on the first floor of Kingly Court.

Tina Giuntini completed a 3-year apprenticeship with Wayne Wichern in Seattle, USA, followed by work in other millinery establishments. In 1996 she came to London wearing her own label 'vintage clothes' and was instantly in demand.

Georgina Abbot was originally trained in sales management and consultancy. She completed each level of millinery courses with the late Andrew Bristow at London College of Fashion and in 2003 launched her own label.

Atelier stocks beautiful Japanese *Mokuba* ribbons.

There are a maximum of 4 students to each class. Here Georgina teaches a class called 'Feather Cut and Curl'.

Atelier-Millinery

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Open: Mon to Sun 11 – 7 (8pm on Thurs)