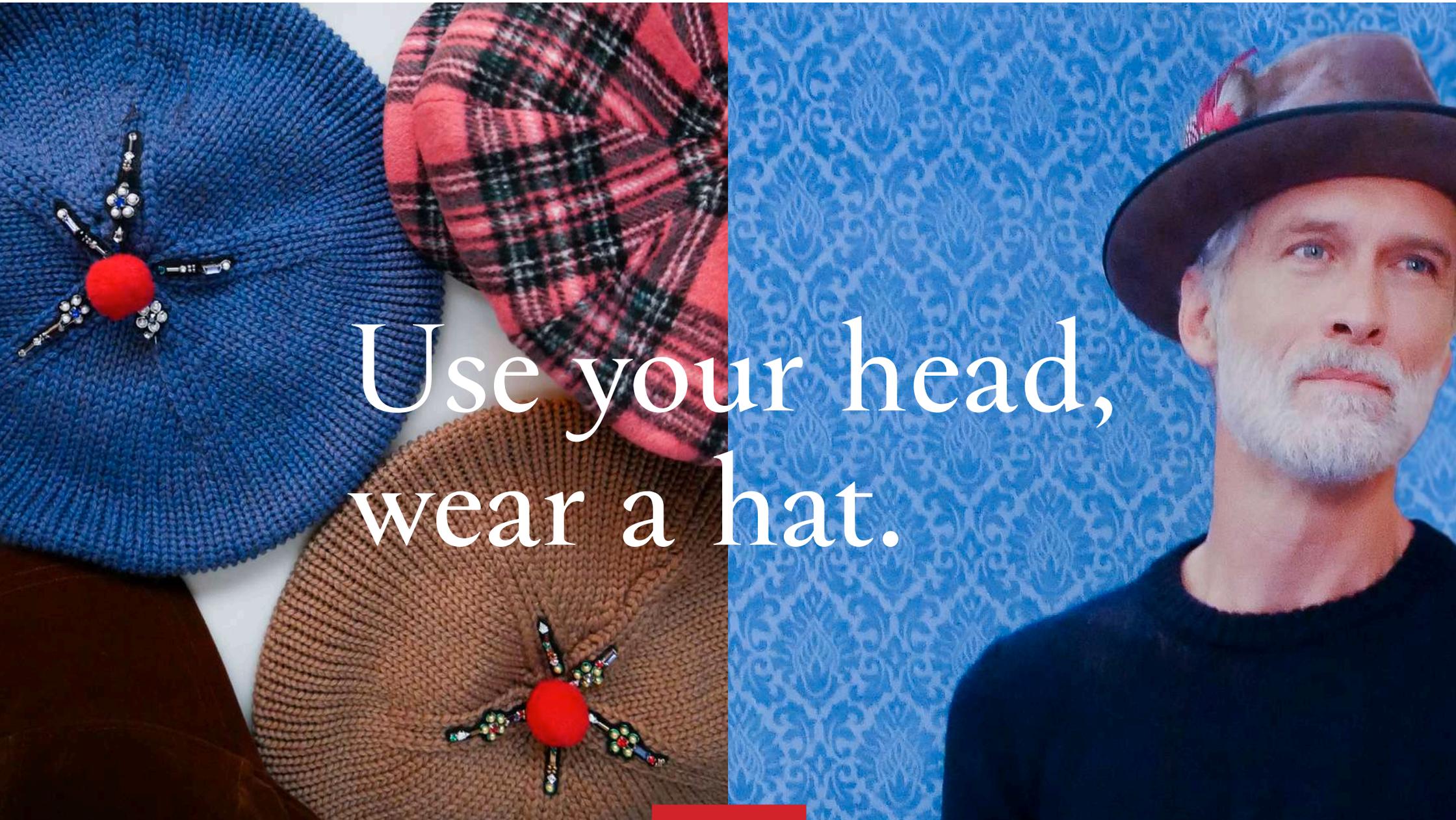


AUTUMN-WINTER 2019



Use your head,
wear a hat.

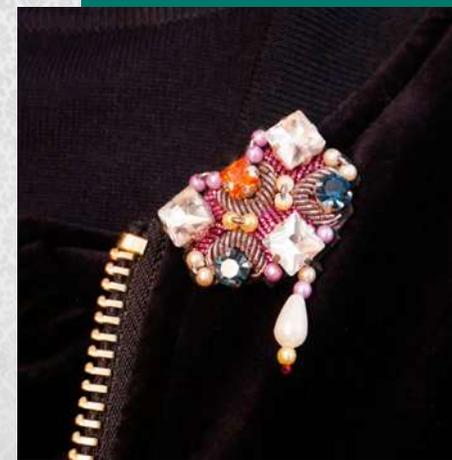
MY BOB

BELGIUM



MY BOB takes the high road, drawing inspiration from Scotland's rugged landscapes and traditions. Journey with us to the Highlands, where the colours of autumn explode against the cool Northern sky, whiskey is the hue of honey and legends abound.

Featuring thistles, Celtic crosses, tartans and kilt pins, the collection explores Scottish folklore in its colours, embroidery and accessories. So grab a hat that feels right for you and get ready for a bonnie adventure.



ROMAIN

I wear hats
to get noticed.
And also to
appear slightly
inaccessible.

Romain admires Beyonce,
and takes his hat off to
her bling-bling, fierce
attitude. He also likes
to sing along to Nina
Simone's Feeling Good
even if he doesn't know
the words.

Romain wears a BOWLER melusine fraser blue, full Scottish embroideries - 870 € or
1030 \$ with a safety pin metallic brooch - 60 € or 75 \$ / set of 3



ODILE

I'm head over heels in love with Japan. My grandfather grew up there - there's an intense family history with the place.

Odile would like to banish cynicism and thinks aperitif time with family and friends is the best part of the day. She could sing Bob Dylan for hours.

Odile wears a TUILERIE navy - embroidery LIKE THE SUN silver
460 € or 540 \$



GÉRALDINE

I wear hats
to accessorize
outfits, to feel
beautiful and
to walk around
with my head
held high.

Géraldine wants her kids
to be happy in love and
fluent in English. She
also thinks no one wears
hats more divinely than
Pharrel Williams.

Géraldine wears a STEWART cap red burgundy - ribbon tartan stones - 290€ ou
340\$ and a THISTLE GREEN brooch - 150€ or 180\$



ALICIA

Wearing the right headwear can transform an ordinary outfit into an extraordinary one.

Alicia likes to travel and to quote Emile Zola. She'd also like to be able to travel back in time and spend more time with people who have infectious laughs.

Alicia wears a BASE BALL cap midnight blue velvet, embroidery UNICORN LIKE THE SUN gold - 310 € or 370 \$ + MARY brooch - 95 € or 115 \$

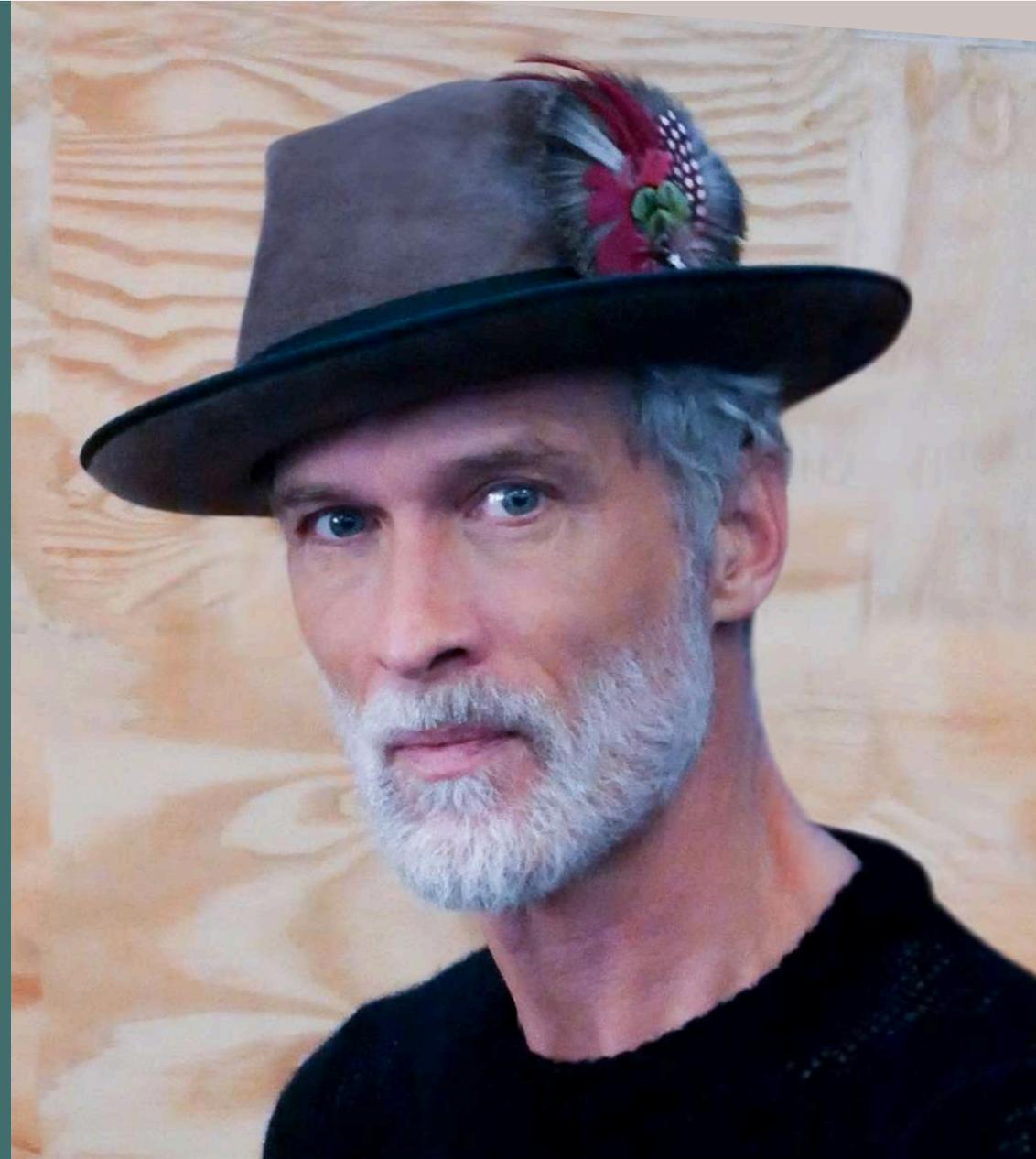


INGO

I take my hat off to the elderly. They have so much to teach us and deserve our respect.

Ingo recently played hat-wearing Cyrano de Bergerac on stage and if he could have a superpower it would be to conjure up more hours in the day.

Ingo wears a CHRIS melusine beige - 440 € or 520 \$ - round feather pinks and green 85 € or 105 \$



LOUBNA

My grand-
parents lived
off the land,
didn't own a
car and bought
only what they
needed. They
were environ-
mentally aware
long before
it became
fashionable.

Loubna is a real early bird
and has a Billie Eilish
tune stuck in her head.
She always keeps a hat on,
even when she's eating.

Loubna wears a CAPELINE old pink - 370 € or 440 \$ - Black pencil feather
brooch 70€ or 80\$



SACHA

I love being the first one to arrive at school. I can then be the first one to greet all my friends.

Sasha has My Bob in the blood - his uncle is **MY BOB** founder Geoffroy Moreels. He's also curious about all Swedish things and last laughed his head off when he took a monumental fall ice-skating.

Sasha wears a TRIBECA fraser blue melusine With gross grain - 450€ or 530\$



VALERY

I can make
a great head
start on my day
if I have good
food, golden
morning
light, and
lots of smiles
around me.

Valery loves hat-wearing
heroes especially the
broody, discrete ones that
expect nothing in return.
Oh, we can be heroes, just
for one day...

Valery wears a RAPPER cap tartan beige & blue With orange B - 270 € or 320 \$
and Odile wears a BLONDIE melusine beige With flowers - 570 € or 670 \$



GAËLLE

If I could pull something magical out of a hat, I'd go for more humour and more love.

Gaëlle regularly feels inspired by Erykah 'Queen of Hats' Badu and has two adorable daughters she'd go the end of the world for.

Gaëlle wears a BOWLER melusine grey black - full Scottish embroideries 870€ or 1030\$



JULIE

I can't stand
anything that's
unfair
or unjust.
I'm very
headstrong
when it comes
to equality.

Julie wears hats when
it's drizzling outside
and appreciates a good
chocolate cake. She loves
waking up, only to decide
to stay in bed.

Julie wears a mini JACK - 170 € or 200 \$ - MARY brooches - 95 € or 115 \$



GEOFFROY

I want to explore the world, picking the best of different cultures and blend it my own way. Nature, art and people inspire me for my life.

Geoffroy Moreels wants to share and enjoy the present. Handmade creation, crafts, quality fashion are the goals of this business owner. All to reflect the elegance each one of us has in it's life.

Geoffroy wears a BOWLER melusine grey black - 480€ or 570 \$
double feather loose orange - 2 x 60€ or 75\$



GÉRALDINE

Adding a
handmade hat
to classic outfit
takes you to
the next level
of class and
sophistication.

Géraldine takes her hat
off to Pierre Rabhi, for
the positive impulses he
has developed in favor
of the climate.

Géraldine wears a BERETT - green sparks - 200 € or 240 \$



LOUBNA

I dream of travelling around South America. If adventures and beautiful landscapes are involved, then I'm off at the drop of a hat.

Loubna's favorite moment of the day is very early in the morning. She gets up at 6 AM. She loves to take her time.

Loubna wears a LULU tartan beige and blue - 190 € or 230 \$



AUTUMN-WINTER 2019



MY BOB takes off its hat to the different models and team members, Alicia, Odile, Romain, Ingo, Sasha, Valery, Gaelle, Julie, Geraldine, Tanguy, Dédé, Yasmine, Dan (Bouvy), Nordine, Aurore, Charlotta, as well as Synergie International.



Last but not least, a very special thank you to Vanessa B and Loubna ! It was a great adventure !

Photography by Vanessa Bosio
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spirit at ours
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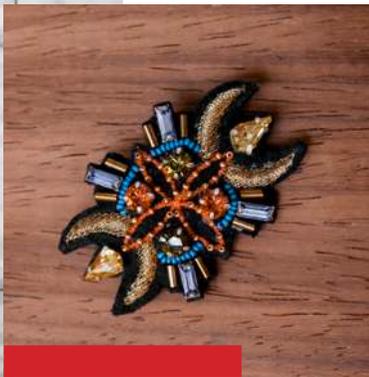
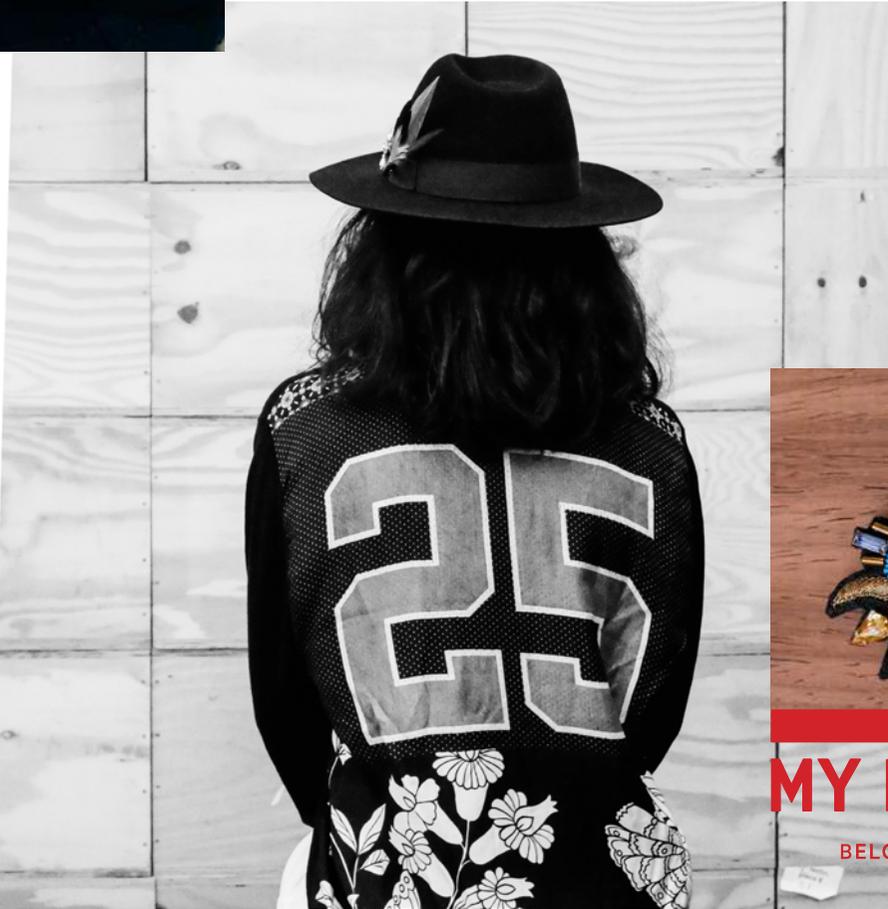
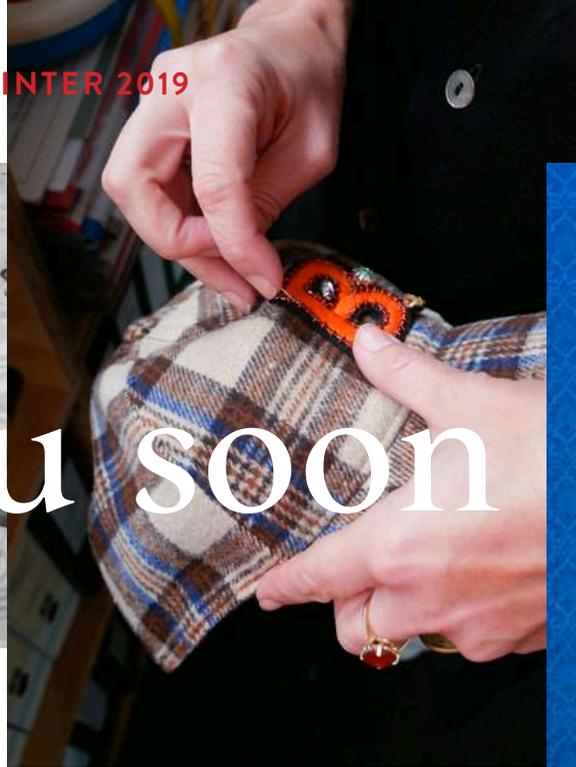
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MY BOB

BELGIUM

AUTUMN-WINTER 2019

See you soon



MY BOB

BELGIUM

