



For 23 years now, the world's largest hat sales show always takes place on the last weekend in September. Also known as Escot in Germany.

The second time in the new castle in Ingolstadt. To make the picture of well dressed people perfect "schmuck durch Schmuck" has been added but also fashion in the form of gloves, beautiful bags, most extraordinary shoes, handmade glasses frames as well as imaginative fashion.

"Mut zum Hut" and "schmuck durch Schmuck" means hand picked exhibitors, great artists, not industrial goods.

Why did "Mut zum Hut" and "schmuck durch Schmuck" come into being?

23 years ago, the well known artist Ute Patel-Missfeldt, who had won many awards, created this unique show. With the desire to offer a dying craft a podium again. It began with six exhibitors, laboriously did we search

for interested people from all over the world, at that time without the Internet.

Meanwhile, the number of fashionists and milliners, who travel from different countries, has grown to 60. Patrons also contribute to the success.

To mention would be. Our first patron Renate Schmidt, now M. d. L. ade. who honestly, on the then not yet perfect catwalk, said in her speech that she could not stand hats.

The second patron was Prince Luitpold, who was stuck in a traffic jam on the highway and drove back to Munich.

Then there was the Countess Bernadotte with her daughter Diana, the MEP Dr. Niebler and the lovely Michaela May, as well as my friends Achim Werner M.d.L.ade. and Manfred Schuhmann, both city councilors in Ingolstadt and several times a model on the catwalk.

About the supporting program:

This year, with hopefully good weather, the Scottish music group "Five Pipe" will walk playing through the pedestrian zone.

A beautiful picture is certainly also created, when on three weekends well dressed ladies and gentlemen stroll in the pedestrian zone and let themselves be admired.

Stores that support the fashion show with outfits are:

Arnold Fashion, Xaver Mayr, More&More, Reflection and Kuttenreich.

A small men's fashion show moderated by Jürgen Niemeier, will take place in the castle.

Again, the Duo Sole Mio will play us the most beautiful tunes at different locations.

We have a caterer who will be represented with his slogan "unvergesslich" in culinary terms, we are excited!

An incredibly artistic unique show you can experience through Alexander Schlesier. For his fantasy overflowing metal art there is no term for it, you must have seen it.

Hats made of metal await you.

Again we could win our BMW dealer Autohaus Hofmann for us.

He puts his beautiful vehicles in front of the backdrop of the impressive castle.

The company Hofmann provided us already last year the most beautiful cars, to the enthusiasm of the guests.

The entrance fee includes a visit to the impressive army museum.

Therefore, a visit to the "Mut zum Hut" and "schmuck durch Schmuck" is richer by one component.

"Mut zum Hut" and "schmuck durch Schmuck" is unique in many ways.

For example, we received an inquiry from the Bavarian National Museum asking if we would like to put on a show in Munich.

There will be an exhibition with historical hats in October.

We could certainly contribute to the success of the exhibition with various hats as gifts and loans. What makes us particularly happy, every year, is the interest that we receive from the media.

In the social networks, Facebook, Instagram, Brikada. We are present at fairs such as Miba, and the tourist information fairs. Also in the television programs to which the artist Ute Patel-Missfeldt was invited to talk about her life and life's work.

"Mut zum Hut" and "schmuck durch Schmuck" always a topic.

For example, in the program "die rote Couch" with Bettina Böttinger, in the "nachtcafé", with Mr. Backes and other appearances on SWR, ORF, RTL, BR2, ARD, and the German wave, the South West Radio Baden Baden, and every year in the domestic media. ZDF has invited "Mut zum Hut" and "schmuck durch Schmuck" to Ascot in London. The Canadian television has made recordings and the Bayerischer Rundfunk reports every year in detail. BR has filmed the life of Ute Patel-Missfeldt in the series "Lebenslinien". The program was broadcasted worldwide and had the highest ratings. The film was sold to Deutsche Welle.

The media attention in radio, TV and print is fantastic. Thus we are enthusiastically partly described with large articles in the following print media.

In Hat Magazine London, in Hochglanz Magazine Burda, in Hat Magazine, Holland/Amsterdam, in Business Booster Today (available in all airlines with 1.5 million readers), in the magazines Citicon and espresso and in the Süddeutsche Zeitung, just to name a few.

The best advertising, however, is Ute Patel-Missfeldt, Isabel Patel.

Isabel Patel has largely taken over the "Mut zum Hut" and "schmuck durch Schmuck" shows.

They are invited as a show effect again and again to prominent events, TV programs and also with the request to offer a hat show insert.

So the Hutschau 2021 was also presented in Munich on the Nockerberg.

Because of Corona unfortunately canceled, would have been a small hat show, in front of the Bavarian State Opera in Munich for the Catholic Women's Association. A small overview of the prominent events: Silver tea from the German American Association in the Residenz in Munich, as well as at the Women's Union in Ingolstadt and at Charly Abdo's memorial services in Munich.

Therefore, Patel-Missfeldt and Patel are the best advertising when it comes to hats.

Our exhibitors always report that the effect is noticeable.

For them, 23 years of "Mut zum Hut" and "schmuck durch Schmuck" has been more than worth it. We are also very indebted to the media - they have the largest share in our success.

We look forward to welcoming you at our press conference on 27.09.22 at 5pm at Schloss Grünau and at the "Mut zum Hut" and "schmuck durch Schmuck" show from 23-25.09.22 at the new castle in Ingolstadt. You should not miss it, the Schloss Grünau caterer is none other than Ute Patel-Missfeldt and Isabel Patel

Sincerely yours Ute Patel- Missfeldt&Isabel Patel
as well as the "Mut zum Hut" and "schmuck durch Schmuck" team.