



Jeffrey@hattershub.com

Who is Hat Brother?

Hats are the barometer of the global economy

帽子消费是世界经济的晴雨表

孙建华

Hat Brother | Shanghai · China

热爱时尚、艺术、收藏、读书、摄影与环球旅行，倾心世间一切美好。

诚信待人，始终坚守初心与温度。

作为企业创始人、帽饰博物馆的创立者，深耕于帽饰领域，矢志传播帽饰文化，致力打造世界一流的品牌。

他坚信“帽饰是第一时尚单品”，将帽饰与艺术融合，为人们的生活增添美好。

Passionate about fashion, art, collecting, reading, photography, and global travel, he embraces the beauty of life and treats others with integrity and sincerity.

As the founder of his enterprise and the creator of the Hat Museum, he has long been deeply rooted in the world of headwear, dedicated to advancing hat culture and contributing to the global headwear industry.

He believes a hat is not merely an accessory, but the beginning of style itself — and through its cultural power, the world becomes better and more beautiful.



Jeffrey Sun

The most influential figure
in Chinese hat culture

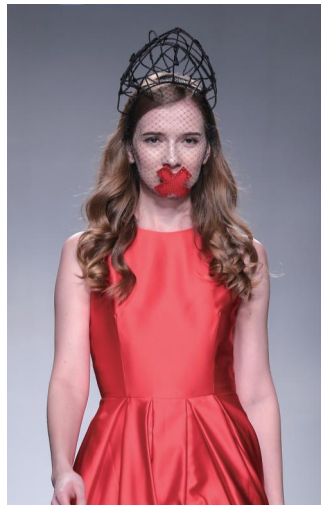


920 HATS FESTIVAL

頂尚風華

“920 中国帽子节”发起人

INITIATOR OF "920 CHINA HATS FESTIVAL"



“中国国际帽饰设计大赛”发起人

INITIATOR OF “THE CHINA INTERNATIONAL HATS DESIGN COMPETITION”

The art creations

艺术作品

Identity and the Self

No matter what hats are on your head, beneath them is yourself. External identities can be changed, but your inner self is eternal.





The Wisdom of Concealment and Revelation

True wisdom (charm) lies neither in complete concealment nor in full exposure but in "being just right"



To bear or not to bear

A hat that is too big will crush you, while a suitable one will enable you to stand upright with confidence



Opposites Coexisting Series - 4

A shining mirror will gather dust, but plainness only grows more prominent



Opposites Coexisting Series - 5

Roughness is not a passive hiding, but an active self-definition.

Photographed by Jeffrey sun

摄影作品



FRUITS 《时间的果实》



GRAVITY 《重》



SHADOW 《水影》

Published Works

出版著作



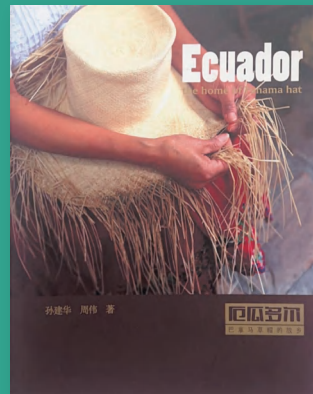
UNVEILING CROWNED ELEGANCE



HEADWEAR THE FOREMOST



POETRY IN HATS



ECUADOR : THE HOME OF
PANAMA HAT

To be published

未来出版

《Whispers of wisdom》-随心琐语

Freedom is premised on self-discipline.
Without self-discipline, there is no freedom!

自由的前提是自律。没有自律，就没有自由。

There is no “if” in life. Life is a live broadcast.
Those who keep looking for reasons for past failures
are only making excuses for future ones.

生命没有如果，只有直播。不要为失败找借口，要为成功找方法。

《The book of Superlicity》-素书

Dao, Virtue, Benevolence, Righteousness,
Propriety — these five are one.

夫道、德、仁、义、礼，五者一体也。

Blessings come from accumulating the good;
calamity comes from accumulating the evil.

福在积善，祸在积恶。

DAO

《道德经》



By retreating to advance, one takes the lead.

以退为进，方居其首。

He who knows others, wise. He who knows himself, enlightened.

知人者智，自知者明。

To advance wisely, learn first how to retreat with grace.

知止者，虽退而未败。

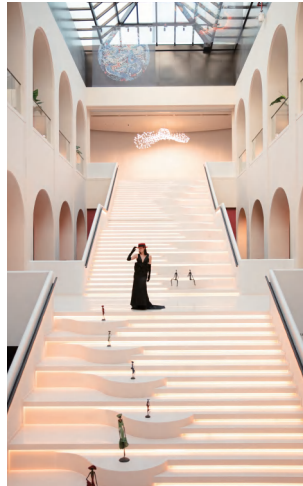


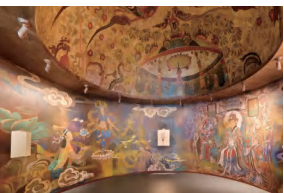
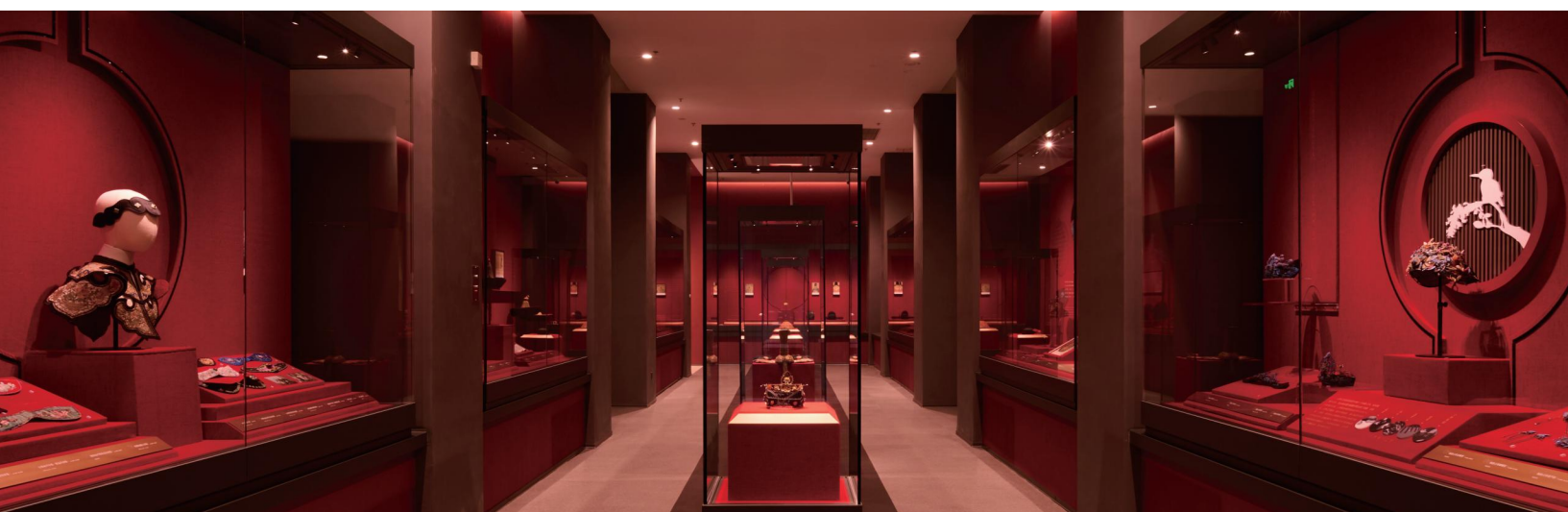
南通市富美帽饰博物馆 NANTONG FOREMOST HATS MUSEUM

南通富美帽饰博物馆坐落于南通帽饰文创园内。文创园总建筑面积 5 万平方米，其中博物馆展陈面积 2000 平方米，图书馆 1000 平方米，目枢美术馆 400 平方米。园区配套可容纳 500 辆车的地下车库。博物馆每年推出 3 个特色专题展览，馆藏藏品 7000 件，常年展出作品约 600 件，是全球为数不多全方位展示帽饰文化的专业博物馆。

Nantong Foremost Hat Museum is located in Nantong Hat Park. The park covers a total area of 50,000 square meters, including 2,000 square meters for the museum's exhibition space, 1,000 square meters for the library, and 500 square meters for the Keyone Art Museum.

It is equipped with an underground parking lot that can hold 500 cars. The museum launches three special exhibitions each year. It has a collection of 7,000 items, with about 600 pieces on permanent display. It is one of the few museums in the world that comprehensively presents hat culture.





FAD Book House

专注时尚、艺术和设计领域, 打造沉浸式互动阅读新体验

Focused on fashion, art & design
creating a new immersive interactive reading experience.



Keyone Art Museum 目枢美术馆

涵养高阶审美的心灵秘境

A sanctuary for refined aesthetic delight.



专注为高端客群打造多场景适配的精品帽饰

用工匠精神赋予帽饰温度, 发扬帽饰文化, 致力于重塑帽饰在中国的时尚地位

HATTERSHUB 帽仕汇

Crafting premium versatile headwear for discerning clientele.
With artisanal dedication, we imbue each piece with soul, champion hat culture,
and redefine its fashion stature in China.





动感服饰

COMHATS is the specialized e-commerce subsidiary of the Foremost Group, operating three major global B2C brands.

TOP-EX is dedicated to high-performance outdoor headwear;

FANCET advocates a full range of aesthetic headwear inspired by nature, relaxation, and healing;

SIGGI focuses on women's headwear that celebrates "slow living" and the harmony of pet companionship.

With a robust sales network covering Amazon, official brand websites, TikTok, and mainstream Chinese platforms, our annual global retail volume exceeds 1.4 million units.

Brand Introduction



TOP-EX

Better Fit · Better Performance

专业功能 大码适配

Dedicated to outdoor headwear.
Delivering comfort and reliability through
scientific sizing, high-performance fabrics,
and precision engineering.

FANCET

Nature · Relaxation · Healing

自然 · 松弛 · 治愈

Aesthetic headwear for everyone.
Self-care begins with the perfect hat.



SIGGI

Slow Living · Pet Harmony

慢生活 · 萌宠 · 共生

Focused on women's headwear.
Sharing every leisurely moment
with your beloved pets.

 **FOREMOST**
SINCE 1996



BETTER THE WORLD TOGETHER



自1996年成立以来，南通富美服饰已从专业的帽饰制造商，发展为文化引领的时尚企业。根植于“设计、研发、生产、销售”的完整产业链，以及对“帽饰文化”的深度传播，富美以均衡的市场布局、全品类帽饰产品、多元的盈利模式与全球化生产基地，确保为全球客户提供一站式解决方案。

Since 1996, Foremost Headwears has grown from a headwear manufacturer to a culture-led fashion enterprise. With a full "design-R&D-production-sales" chain and deep headwear culture promotion, we deliver one-stop solutions to global customers via balanced market layout, full-range products, diversified models and global production bases.

● Factory Address
● Customer Distribution



1200+

Cooperative Partners

300

Million Hats Produced

120000+

Samples Produced Per Year

20+

Person Design Team

4000+

New Products Developed Per Year



NANTONG FOREMOST HEADWEARS



SHANDONG JIA MEI HEADWEARS



NANTONG K-MAX HEADWEARS



VIETNAM FOREMOST HEADWEARS



GOODMATE CAMBODIA HEADWEARS



GOODMATE CAMBODIA HEADWEARS NO.2

FUTURE PLANNING

I wish to become one
who brings industry,
art, fashion, philosophy, philanthropy,
and collection
into a state of balanced harmony.

愿成为一个能将产业、艺术、时尚、哲学、慈善与收藏平衡得相对完美的人。

**To leave the world
something special
and meaningful.**

留给世界一些特别的，有意义的东西。

Hat Brother

In any niche sector in China,
if just one or two individuals or one or two enterprises
are willing to stay focused,
strive for ultimate excellence in products, services, or culture,
and persist for ten, twenty, even thirty years,
China will surely impress the world.

在中国任何一个细分品类里，只要有这么一两个人或一两家企业愿意沉下心，
把文化、产品或服务做到极致，坚持10到20年乃至30年以后，中国一定会震撼世界！

