

From fashionable finds and custom designs to caps that can be worn for all types of fun in the sun, discover local shops offering an array of hats this summer.

By Ashley Ryan

Across cultures and centuries, headwear has served many purposes—from shielding against the sun to expressing personal style, adhering to social etiquette, or signifying status, wealth or religious identity.

Here in Laguna, countless styles allow you to enhance any outfit with these functional accessories, whether you're lounging on the sand, playing golf or pickleball, or dressing up for a special event. Grab an expertly crafted hat off the shelf of a local store or immerse yourself in the process by personalizing a piece of your own. No matter what you choose, summer is the perfect time to explore the options that abound in this artistic beach town.

Laguna Lids

Trending Styles

In modern times, fashion-forward shoppers desire headwear that reflects their individual aesthetic while also elevating their wardrobe. In a way, these pieces are an extension of the person wearing them, completing their outfit but also reflecting who they are.

"When I was very young, my best friend and I would carpool to gymnastics together and her mom ... was so chic and always had the best hats," recalls Teresa Foglia, owner and founder of an eponymous headwear brand with a location here in Laguna Beach. "I started wearing extravagant hats and loving millinery at a young age, without even realizing it. They held her essence. That really stayed with me—how something so simple could carry so much memory, emotion and presence."

Her affinity for hats led her to wonder how they were made so, also an avid traveler, Foglia attended a hat-making workshop while overseas in Europe in 2016. "When it began to turn into something more than a hobby, I knew I didn't want to make more 'stuff' ... But ... hats say so much without ever saying a word. I love how they can shift someone's



energy—they're personal, expressive and bold."

Foglia launched her first shop in New York City in 2017 and also has locations in Malibu and Texas, but when the Laguna store opened in 2021, it changed everything. "I lived around the corner from the shop for years before ever considering opening ... in Laguna," she explains. "... Honestly, the space is perfect. You can feel the energy of the town. ... This is now our headquarters; everything comes through here. It's crazy cool and chaos all wrapped into one, and I wouldn't change a single thing about it."

The brand offers assorted ready-to-wear designs, all handcrafted and made of the finest felt, wool or straw with vintage silk linings.

Some of the biggest trends Foglia has noticed include the influence of western styles and the surge in popularity of classic straw hats, especially after her designs were featured in HBO's "The White Lotus."

"Oversized straws are having a moment and so is anything that feels easy and versatile—pieces you can wear from the beach to dinner without missing a beat," she notes. "Everyone's chasing that effortless kind of cool, and that's exactly what we're leaning into."

Another spot to get trending pieces is The Shop. Laguna Beach, where fashion and function merge. "Hats are perfect for summer because they not only give you sun protection, but offer a little extra for a cute outfit," says Jess Watson, The Shop's founder.

Offered since day one, these accessories are always popular at the Pacific Coast Highway store, which serves as a "one-stop shop" for beach essentials. Carrying everything from straw beach hats and visors to trucker hats, caps and bucket hats, an array of chic yet practical options ensures that beachgoers have plenty of ways to protect their faces this season.

The biggest trend Watson has noticed is the shop's two-toned embroidered caps, which offer a fun look with a bit of uniqueness and also allow shoppers to showcase their love for Laguna.



Left, right and opposite page: Teresa Foglia; center: The Shop. Laguna Beach

PHOTOS COURTESY OF TERESSA FOGLIA; MIDDLE: JESS WATSON

Bespoke Creations

Although shoppers at Teresa Foglia can peruse the Need it Now collection, featuring ready-made designs that are available in-store, the milliner has built her business around her one-of-a-kind custom designs. “Telling someone’s story through a hat is my passion,” she explains. “From the color to the shape—and then layering in meaningful quotes, charms, suede wraps, wood-burned messages, whatever brings it to life—every custom piece is made to last and feel uniquely you.”

She prefers to build off of whatever the client is drawn to and says that she doesn’t believe in rigid rules for face shapes either. “After years of fittings, I’ve found it’s really about what brings someone joy and makes them feel confident. ... You need to feel connected to what you’re wearing. Once you’ve got that spark, we build from there.”

In February, hat brand Lucky Cowboy opened within the Bluebird Mercantile boutique and, while there is a ready-to-wear collection available for those who need something immediate, the two-hour custom designing sessions are the true highlight.

Beginning with a head measurement and conversation that covers the wearer’s style, face shape and intention, these workshops allow for full personalization. After exploring materials, colors and silhouette options, including crown height and brim width, shoppers can also select their bands, embroidery, accessories and more. “Every detail has the opportunity to carry meaning,” says Ally Cook, founder



Left and center: Lucky Cowboy; right: Teresa Foglia

of Lucky Cowboy and self-proclaimed dreamer. “... It’s a slow, intentional process.” Ever since receiving a sewing machine as a gift for her 11th birthday, Cook has been creating. “Hats combine so many of the creative mediums I love—textiles, storytelling, craftsmanship and personal style,” she explains. “They’re deeply expressive pieces that can reflect a person’s identity, energy and journey. A hat isn’t just something you wear; it’s something you carry. Each one tells a story, and I love being a part of that storytelling process.”

Some of Lucky Cowboy’s most popular pieces are her 100% rabbit fur felt open crown hats, custom-shaped for each client. “People love how unique and personal they feel,” she says. Other offerings include a curated selection of Stetson western classics, toquilla straw hats in seasonal colors and a newer trucker hat collection that adds a more adventurous vibe to the shop.

Also a Laguna local, Cook says, “It’s a vibrant, creative community with a spirit of individuality and expression that aligns so beautifully with the Lucky Cowboy ethos. The energy here is magnetic—and I feel incredibly lucky to build this dream in a place that feels so inspiring and alive.” For bold, eye-catching designs sure to turn heads, visit The Hat Box. Originally opened in East Hampton, New York, owner and milliner Paula Del Percio brought the store to Laguna in 2002, focusing on custom, high-fashion hats for weddings, garden parties, races like the Kentucky Derby and more. The Hat Box’s custom-made options range from sun hats and couture designs for women to felt and panama-style headwear for men, with shoppers selecting their colors and materials as well as trim like silk and taffeta ribbons, heading, feathers and beyond.



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TOP: COURTESY OF TERESSA FOGLIA; MIDDLE: ALLY COOK; BOTTOM LEFT: NATALIE FANE

Capping Adventure

Certainly the biggest appeal of donning a hat in Laguna Beach is to ward off the sun during days on the waves, the sand or even the golf course. Several local shops await with caps, trucker hats and visors designed to protect your skin from UV rays, improve visibility and enhance comfort with moisture wicking or ventilation.

Over at Base Camp, a retail shop at The Ranch at Laguna Beach, high-end golf gear mingles with beachwear, creating a setting that is ideal for any local or visitor. “Whether you’re hitting the links, lounging at the beach or enjoying a meal on the patio, Base Camp has you covered—literally—for any summer outing,” says Mikayla Welfringer, director of resort retail at The Ranch. “From classic baseball caps and visors to corduroy bucket hats, each piece features unique designs and fun patches to enhance your summer style.”

Some of the most popular pieces are the resort’s branded caps, such as the Pukka hat featuring the California bear or Imperial Headwear’s golf-inspired Hammond rope hat, ideal for an afternoon at the nine-hole Ben Brown’s Golf Course.

Kayakers, paddleboarders and beachgoers can turn to Laguna’s surf shops to grab caps that will aid them in active pursuits while allowing them to maintain a casual coastal style. Laguna Surf &

From top: Melin Laguna Beach; The Ranch at Laguna Beach; Laguna Surf & Sport



Sport’s Roots Original Foam Trucker Hats are always popular, perfect for being around the water, and come in every color under the sun. The store, which has been serving the town since the early 1980s, also offers Laguna-themed twill snapbacks with mesh panels for improved airflow as well as caps from Salty Crew.

At Hobie Surf Shop, another longtime Laguna favorite and an extension of Southern California’s very first surf shop in Dana Point, find a variety of headwear options for

both men and women. The store carries both structured and unstructured caps with novelty logos for everything from bands like The Rolling Stones to vintage-inspired Miller Racing as well as Katin trucker hats, straw visors from Billabong and stylish designs for women featuring uplifting phrases like “Good Vibes.”

Luxury headwear brand melin also has a presence in town, having opened its first flagship store in Laguna in 2022. With a focus on detail and innovation, the brand prides itself on its high-quality offerings and each sale is accompanied by a leather travel box plus a certificate of authenticity.

With each offering available in small, classic and XL sizes, the brand has something for everyone, with the A-Game remaining melin’s most popular style. This classic, minimalist ballcap is designed for shoppers to use daily, with elevated styles like the machine-washable A-Game Crushed and the insulated A-Game Thermal building upon the original design. Other styles include the Odysea, inspired by the West Coast trucker hats; the shallow Coronado, a retro rope hat with an updated design; the light and unstructured Pace, made for endurance athletes; and the contemporary Trenches, complete with a deep crown and flat brim. Just as there is a range of styles, diverse collections make it easy to choose your colors, from the vibrant GeoPop geometric designs to Kelly Green, Deep Dive’s rich blue with teal highlights, the heather grey and black Scout, Infinite snow camo print and more.

No matter where you’re headed this summer, Laguna’s lids have you covered, from elegant options and bespoke creations to more casual pieces designed to be functional for any and all outdoor exploits. “In summer, a well-crafted hat offers protection while adding personality and purpose to any outfit,” Cook adds. “It’s functional, but also deeply personal.”



PHOTOS BY ASHLEY RYAN; MIDDLE: COURTESY OF THE RANCH AT LAGUNA BEACH