



Mühlbauer

HAT MAKERS SINCE 1903
V I F N N A

In 1903 Julianna Mühlbauer opened a small millinery with shop attached in the Viennese suburb of Floridsdorf. Now, over 100 years later, the family business is in its fourth generation and is a premier player in the headwear market worldwide.

Klaus Mühlbauer, in charge of the business since 2001, has turned the traditional Viennese company into an international headwear brand.

Mühlbauer combines traditional hand-crafting techniques with contemporary design. Together with designers Nora Berger and Madeleine Nostitz, Klaus Mühlbauer develops new headwear collections for men and women every year. The topic “headwear” is redefined every time, experimentation is key in the constant quest for newness. Mühlbauer has its fingers on the pulse of fashion as it seeks to create headwear that enhances our daily lives and suits our clothing.

Co-operations with designer brands such as Junya Watanabe/Comme des Garçons, Akris, Vanessa Bruno or Nigo’s label Human Made, amongst others, underline Mühlbauer’s interest in the continual development of headwear fashion.

Mühlbauer products set aesthetic benchmarks, receiving top marks for first quality materials. This didn’t remain secret for long: over 60% of the hats produced in the Viennese workshop depart for international destinations. Headwear with the unmistakable sweeping M can be found on the shelves of the most renowned stores worldwide. Small wonder, therefore, that famous personalities such as Brad Pitt, Meryl Streep, Madonna or Yoko Ono are all on Mühlbauer’s client list.

The two flagship stores in Vienna reflect the design and quality of the handmade hats. The entire collection can also be purchased online: www.muehlbauer.at