

# “It’s all about the hat at Derby,”

SAYS ANGIE SCHULTZ, A KENTUCKY RESIDENT WHO EMBELLISHES AND SELLS HATS FOR THE EVENT.

“WHEN WOMEN WALK INTO THE KENTUCKY DERBY, THEY OWN IT.”



Attitudes by Angie  
Angie Schultz, Owner

## Hats Off! AND RUNNING

by Allison Buckley

THE KENTUCKY DERBY IS MORE THAN JUST A CLASSIC HORSE RACE WITH ROOTS OF RICH TRADITIONS LIKE GAMBLING, MINT JULEPS AND LADIES’ FASHIONS. THE EVENT LENDS ITSELF AS A SECOND STAGE TO WOMEN, ALL VYING TO SEE WHO CAN TURN THE MOST HEADS IN A CONTEST OF FLASHY, FLAMBOYANT HATS OF FEATHERS, FLOWERS, RIBBONS AND LACE.

“If someone wants to take a picture of your hat, that’s the biggest compliment of all,” says Angie Schultz.

Her business, Attitudes by Angie, is stationed in her home in Louisville, Ky.

She has been catering to the striking tastes of women for the last seven years.

After becoming dissatisfied with the hat choices available to her, Schultz turned to flowers and a glue gun

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to jazz up boring baseball caps. Her creation compelled her to turn her passion into a career, as she decided to decorate hats for Derby.

Each year she travels to New York and works with a designer to select the colors and combinations of straw for each of her hats and the trim to adorn them. “My hats are really special because they have so much texture on them. They actually roar with sophistication,” Schultz declares.

She has named this year’s collection “Charismatic” because “people will be drawn to you when you wear my hats,” she says.

“I really like to have a different selection for everyone because women like to make choices,” Schultz says. “We like a lot of choices. The more choices, the more we know exactly what we want to get.”

The hats range in price from \$300 - \$1,200, but Schultz says women usually don’t even consider the price when it comes to choosing a hat for Derby.

“They see a hat they want, and that’s the hat they’re

wearing for the Derby, and that’s the hat they buy. They just go for the hat they love.”

Schultz has some advice for Derby-goers and hat-wearers alike: Buy the hat first, and then select your outfit, and never wear the hat on the back of your head. Rather, you should wear it over your face right above your eyes, she says.

“Accessories make the outfit, so I would start at the top and work down. Hat – then the outfit – makes much more sense to me.”

Then, you work the colors of your hat into your makeup, wearing hot-pink or dark red lipstick or softer colors like lip gloss. You should let the hat accentuate your face, eyes and make-up, she explains.

For Schultz, much of her inspiration comes from her family, especially her two sons, Tyler and Thad – and in turn, she hopes to inspire them to find their own passion.

“You want to develop who you are. You want to be authentic. And you have to be brave to do it,” Schultz admits.

“I’m putting myself out there on the line, actually. Those hats are me. They scream Angie Schultz. This is who I am. This is who I want to be.”

All women have attitude, but a hat can really bring that out, Schultz says. A woman in a hat demands both respect and attention.

“It’s just about attitude, feeling confident, putting the hat on and wearing the hat out,” she says. “Because you will get attention. And men just love women in hats, and women love women in hats.”

For Schultz, designing and embellishing hats is a way for her to express her colorful personality. It’s also a way for her to encourage and inspire women who wear her hats to express themselves, too.

Says Schultz, “When you do what you love, you get filled up with lots of energy, and you get filled up with a goodness about life and about yourself.”