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 Gienme Hats

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THE AUTHENTIC STRAW HAT

Exclusively produced in Ecuador, following an ancient tradition. It is crafted by skillfully weaving the fine fibers obtained from the leaves of the *Carludovica palmata*, a wild plant locally known as *toquilla* or *jipijapa*, native to the rainforest found in the coastal region. Hats made in the town of Montecristi, in the province of Manabí, have historically been considered the most prestigious, distinguished by the unique characteristics of the fibers used, the method of weaving, and the intensity, fineness, and uniformity of the weave.

A DEEP CONNECTION BETWEEN PAST, PRESENT, AND FUTURE...

The art of weaving *toquilla* straw hats has survived to this day thanks to the teachings and passion passed down from grandmothers from generation to generation. Artisans, with their skillful hands, bring hats to life, giving them a unique personality and style. They work in close collaboration with the entire community, each specializing in a different process to create a masterpiece of collective craftsmanship, a shared work of art that represents the love and unity of the people. Each hat can be considered a true masterpiece, unique and incomparable.



GIEMME MONTECRISTIECUADORIAN HAT

The company's mission is rooted in the principles of ethical, fair, and sustainable work, contributing to keeping alive a centuries-old craft, protecting and preserving the art of straw weaving from gradual disappearance, a cultural heritage of humanity declared by UNESCO on December 5, 2012.