

Heads Up, Texans!

by Allison Hollingsworth

FROM THE PAGES OF *USA Today* and *People Magazine* to the stage at the CMA and NAACP awards to the set of *Designing Texas* and *The View* and down the red carpet, **SMarthats** are all the rage. Found atop the celeb-heads of Gretchen Wilson, Courteney Cox, Julian McMahon, Robert Redford, Katie Couric, Dennis Quaid, Mattie Roberts, Stevie Wonder, Tyra Banks, LeAnn Rimes, Sandra Bullock, Emily Procter, Oprah Winfrey and others, *Southern Vanity* was eager to speak with Stefani McMurrey and learn more about this *heady* craze.

With a smile on her face and, of course, adorned with a **SMarthat** (pink with a tierra) Stefani explained it all started with a red hat at the Sundance Film Festival, “Kids, senior citizens, men, women ... didn’t matter. People were freaking out over my hat. They would stop me, wanting to buy it right off my head ... they were willing to pay for it!”

Getting under the brim a little, I found that Stefani has always had a passion for hats. Though most tots cling to a night-night blanket, Stefani was attached to an old hat. And that passion continued throughout her childhood ... always wearing hats to birthday parties and other functions, and on to college where she was known during rush as “hat girl” to now ... her chosen career. As an artist, she considers each hat a canvas and finds new inspirations through belt buckles, shoes, brooches and patriotic symbolism.

As the days get shorter and colder, Stefani’s new angora hats, available in pink, white, and beige, are a surefire way to stave off the ole brain freeze while looking *smart* and *sassy*! And stay tuned ... there’s more “green to be seen” this spring, along with descriptive tiaras and

chunky rhinestone bands. Still love the classics? Fret not ... Western will never go out of style.

Even though Stefani’s lid created quite the chi-chi buzz, she remains humble. “Somehow, some way, every hat that sports my brand will have been personally touched and worked by me.” No doubt, she’s wearing many hats these days, as **SMarthats** can be found in over 100 boutiques across the country.

We’re shamed to write that California, Nevada, and Arizona—not Texas—are the top markets for **SMarthats**. Texans, we can’t be outdone by our neighbors to



Meredith Vieira sports SMarthat



Stefani with Dennis Quaid



Stefani with Courteney Cox

the west! Since when do we play second fiddle to those fruits, nuts and desert rats? **SMarthats**—unique in every way, just like those who wear them! www.SMarthats.com. ■