



Special terms for Masters and Consorts of London Livery Companies (and for those who will have that privilege in the following year).

Locks is the oldest hat shop in the world, was founded in 1676, and has always been a family business. Its Chairman, Nigel C Lock Macdonald is a seventh generation descendant, and will have the privilege of serving as Master of the Worshipful Company of Feltmakers of London in 2021/22. When the Feltmakers received its Charter more than 400 years ago, the word 'felt' was synonymous with hats.

Recognising that Masters and Consorts of London Livery Companies will wish to be able to dress appropriately for the many different functions in their year representing their Company, Locks is willing to help! We offer concessionary terms (which are explained further in detail below), for those actively serving as Masters or Consorts, and for those who are in the preceding year, getting ready for that honour.

We know that our prices for both men's hats and millinery are relatively high, but they do reflect truly exceptional design and quality, and much of our millinery is made on site or in ateliers locally. We also sell items which are made for us by very carefully selected suppliers in the UK or Europe; only our Panamas travel further to us from Ecuador! We are proud to have two Royal Warrants and several other members of the Royal Family as customers. You will never see Lock hats for sale in other shops in the UK (we do have some overseas specialist retail business customers) but you will quite often see them shown in press articles and in magazines such as Vogue. Nor will you see them discounted anywhere, for we just have a small sale once a year. If you would like to see our range please do spend some time looking at our website (<https://www.lockhatters.com>), although nothing can replace a visit in person, because we are really good at matching your colouring, height, face and body shape, and even personality, to a suitable hat, for men as well as women! Our staff really do provide quite exceptional service too.

What are we offering? Special terms to those who can show that they are currently serving as Masters or Consorts, or that they are in the preceding year,

preparing for that honour. A copy of the 'White Book' or something evidencing your position on your company's formal letterhead is sufficient; we are not seeking any certificates or fingerprints!

Once we know that you qualify, we can offer you a discount of 20% for up to six hats in all. Thereafter, if you are determined to fill every wardrobe, we offer a discount of 10% for up to a further six hats. Of course, once you have finished your year, we hope to see you back again as an ordinary customer, but we cannot then offer you anything other than a very warm welcome and our normal terms. (In case it needs to be made clear, this offer is for Masters and Consorts only, and cannot be extended to family members or friends or more widely within your Livery.)

In these challenging 'Covid' times we cannot welcome you to our shop at the moment, although we can provide you with what you want by online buying. If you want to take up this opportunity, we ask that you contact us in advance please, Ben Dalrymple our Managing Director (Ben@lockhatters.co.uk), or Michael Hagon our Head of Retail (Michael@lockhatters.co.uk), or Dee Cankaya (dee@lockhatters.co.uk), who handles Marketing), so that we can then confirm that you qualify for the offer, and we will then refund you after purchase, as we cannot offer two prices on our website. Apologies that, during lockdown, we are unable to work in the building and some of the above are only able to work part time.

We wish all Masters and Consorts a really enjoyable year once normal life returns, and we hope that this offer will prove to be of mutual benefit!