

Herbert Johnson

MILITARY PRODUCT CATALOGUE
2023

HERBERT JOHNSON HATTERS
A SWAINE GROUP COMPANY

SWAINE
LONDON



ACCREDITED REGIMENTAL HATTERS SINCE 1889





CONTENTS

OUR HISTORY AND SERVICES

ON PARADE - MILITARY HATS

No.1 Service Dress Hats 'Blues' Plain Peaks. p5

No.2 Service Dress Fad Cap 'Khaki' p6

No.1 Service Dress Hats 'Blues' Gold Peaks p7

No.2 Service Dress Fad Cap 'Khaki' - Guards. p8

Side Hats. p9

Berets. p10

Royal Marines Officers Service Dress Hats p11

Royal Air Force No.1 Service Dress Hats. p12

Royal Navy No.1 Service Dress Hats. p13

No.1 Staff Officer p14

OFF PARADE - DISCOVER THE SWAINE COLLECTIONS

Hats. p16

Leather Goods p20

Umbrellas p31

HOW TO MEASURE p33

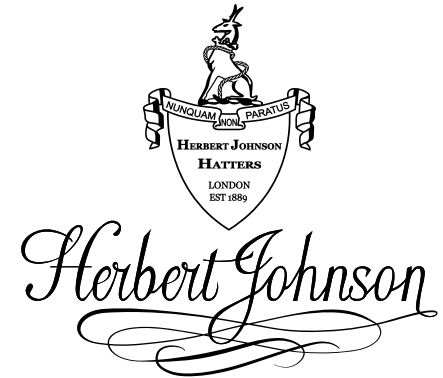
CARING FOR YOUR HAT p34

SUPPORT SERVICES. p35

PERSONALISATION AND BESPOKE. p36

CONTACT p37

PRICES p38





HERBERT JOHNSON MILITARY HATTERS



OUR HISTORY

Herbert Johnson holds a long and proud relationship with the armed and public services, manufacturing the highest quality headwear. Established in 1889 in Bond Street London, royalty, dignitaries, gentlemen of discerning taste, and notable celebrities have confidently purchased their headwear from our traditional workshops.

AND SERVICES

We handcraft bespoke service dress headwear for gentlemen in our New Bond Street workshops in the heart of Mayfair using the highest quality UK material.

We confidently manufacture for all regiments past and present for the armed services, public services, film, theatre, and collectors.

Full repair, restoration and preservations services are available.





Adjutant General's Corps No. 1 Service Dress Hat Female pattern



Adjutant General's Corps SPS No.1 Service Dress Hat



Corps of Royal Engineers No.1 Service Dress Hat

No.1 SERVICE DRESS HATS (BLUES) WITH PLAIN PEAKS

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556



Adjutant General's Corps SPS No.2 FAD Cap



Corps of Royal Engineers No.2 FAD Cap



Royal Army Medical Corps No.2 FAD Cap

No.2 SERVICE DRESS FAD CAP (KHAKE)

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556



Coldstream Guards No 1 Dress Hat



Grenadier Guards No 1 Dress Hat



Light Dragoons No 1 Dress Hat

No.1 SERVICE DRESS HATS (BLUES) WITH GOLD PEAKS

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556



Coldstream Guards No 2 Service Dress Fad Cap



Grenadier Guards No 2 Service Dress Fad Cap



Grenadier Guards No 2 Service Dress Fad Cap

No.2 SERVICE DRESS FAD CAP (KHAKE) GUARDS

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Please enquire for pricing.
military@herbert-johnson.co.uk
+44(0)203 608 2556



Royal Wessex Yeomanry Side Hat



Royal Dragoon Guards Side Hat



Adjutant General's Corps ETS Side Hat



Royal Anglian Regiment Side Hat

SIDE HATS

All regiments available with rank related goldwork.

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556





BERETS

Herbert Johnson Berets are 100% wool, satin lined and bound with a fabric grosgrain binding for additional comfort

A firm beret badge backing has been placed internally to prevent cap pins from causing discomfort and additional vents have been added for breathability .

Provided without regimental ticking or badge.

The beret has an adjustable drawstring for flexible sizing.

It is advisable to order a beret a size above your regular size as shaping will generate shrinkage.

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556





Royal Marine No.1

ROYAL MARINES OFFICERS SERVICE DRESS HATS

Vulcanised cotton pique crown and scarlet doeskin wall, complete with a patent leather peak and chin strap. Plastic crown protection, wired crown and support globe.

sizes 55 to 62cm

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556



Royal Air Force No.1 Service Dress Hat
with plain peak

ROYAL AIR FORCE No.1 SERVICE DRESS HATS

Pilot Officer / Wing Commander with plain peak.

Group Captain with 1 row gold oak leaf.

Air Commodore / Air Chief Marshal with
2 rows gold oak leaf.

Badge and Buttons not supplied.

Please note:

*Examples shown are indicative of the hats
in this category and not representative of
the full available selection*

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

+44(0)203 608 2556



Admiral of the Fleet

ROYAL NAVY SERVICE DRESS HATS

Lieutenant Commander with plain peak
Commodore with 1 row gold oak 'scrambled
eggs'.
Admiral of the Fleet with 2 rows gold oak
'scrambled eggs'.

Please note:

*Examples shown are indicative of the hats
in this category and not representative of
the full available selection*

Badge and buttons not included

Please enquire for current pricing.
military@swaine.group
+44(0)203 608 2556





Staff No.1 Dress Hat with 1 row of gold oak leaf



General Staff No 2 FAD cap

No.1 STAFF OFFICER

Brigadier/Colonel: Doeskin with 1 row of 2% gold oak leaf on patent leather peak.

Major-General/General: Doeskin with 2 rows of gold oak leaf on patent leather peak.

Badge and Buttons not supplied.

Please note:

Examples shown are indicative of the hats in this category and not representative of the full available selection

Badge and buttons not included

Please enquire for current pricing.

military@swaine.group

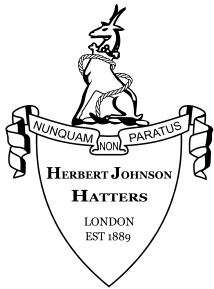
+44(0)203 608 2556





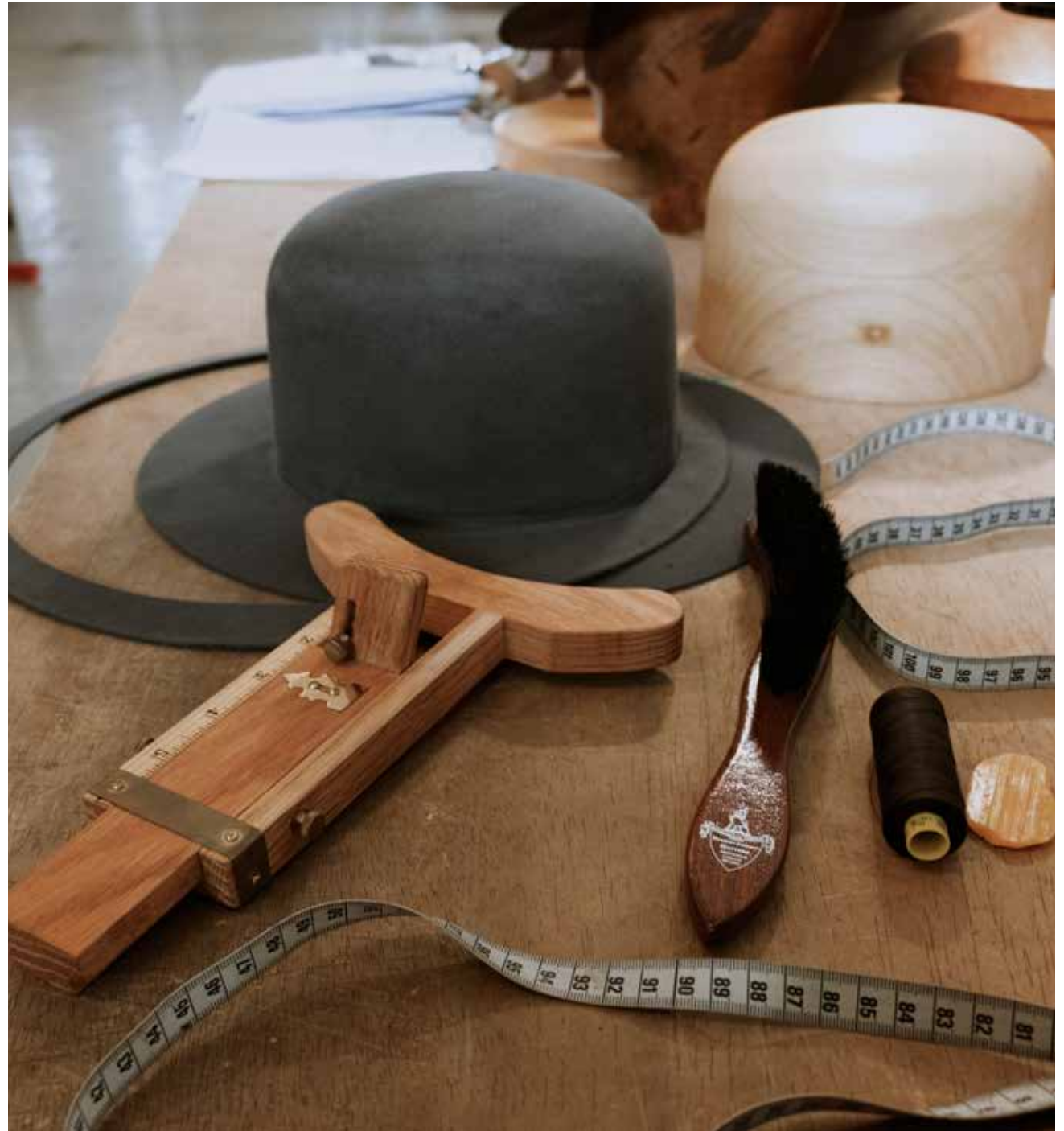
DISCOVER HERBERT JOHNSON OFF PARADE





HERBERT JOHNSON HATTERS: FOR LADIES AND GENTLEMEN SINCE 1889.

Herbert Johnson also offers a wide variety of non-military headwear for the modern individual. Handcrafted and finished in a broad choice of felts, fabrics and straws. Fully customisable bespoke options are available in addition to ready-to-wear ranges.





BOWLER HAT

The bowler hat has become integrated into many walks of life, transcending social boundaries and being suitable for both ceremonial and social situations. It is the founding crown of traditional hats since 1650

The brims have altered with purpose yet the iconic domed crown has prevailed from tricorn to bicorn to sober bowler.

Herbert Johnson offers a walking/guard weight rabbit fur felt bowler with an elegant domed crown.

The brim is bound in satin grosgrain complimented with a satin grosgrain band and box bow and set to a rakish Edwardian slant. The hat is lined in satin with a leather headband for ease of wear.

To ensure the perfect fit, please book an appointment in our London hat shop to have your head measured with the conformateur.

For more information, pricing and to see the full range visit swaine.london



6 INCH FUR FELT TOP HAT

The top hat is synonymous with luxury and elegance, the hallmark of a distinguished and discerning gentleman.

The Herbert Johnson rabbit fur top hat is 2.5 cm taller than a traditional town hat. It is bound with satin grosgrain complimented with a satin grosgrain band and open box bow. The hat is lined with satin and has a luxury leather headband for additional comfort.

Highly polished with a dipped brim it is elegantly suitable for all formal occasions, Ascot and weddings.

To ensure the perfect fit, please book an appointment in our London hat shop to have your head measured with the conformateur.

For more information, pricing and to see the full range visit swaine.london





DOVE WOOL/RABBIT FELT TOPPER

The 'Drabb Topper' was conceived in the 19th century as an alternative to the lavish French silk top hat. Originally manufactured in England utilising the abundance of fine quality English wool - a boost to local industry. Prince Philip was a great advocate of British industry and proudly donned the hat for Ascot and the Royal enclosure shortly after the coronation

The hat has a 5.2" crown, satin grosgrain binding complimented with a black wool band and is lined in satin with a luxury leather headband for a comfort. The dove topper is a blend of wool and rabbit and remains a popular hat for Lady`s Day, The Races, Morning weddings and garden parties.

To ensure the perfect fit, please book an appointment in our London hat shop to have your head measured with the conformateur.

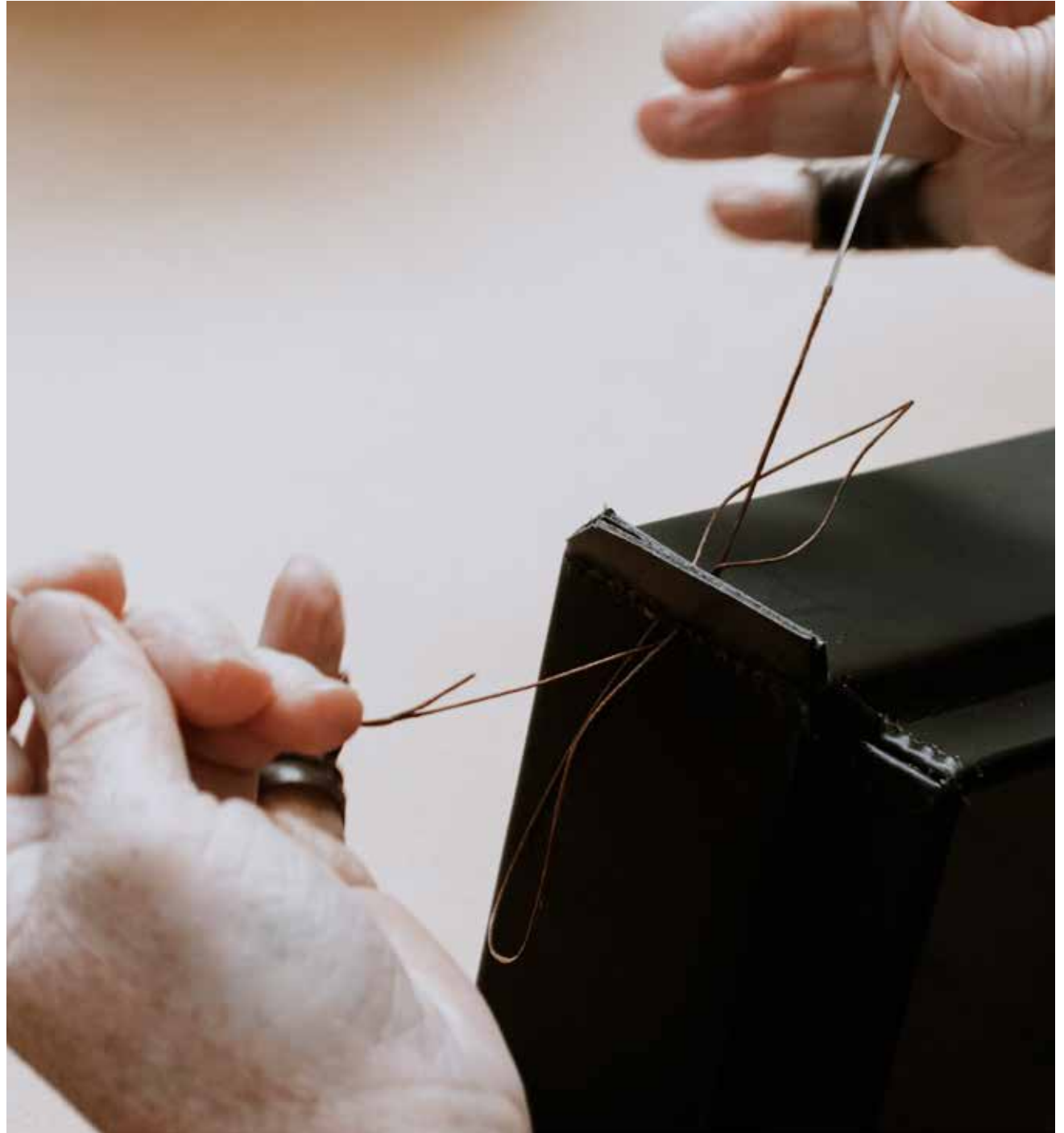
For more information, pricing and to see the full range visit swaine.london





**THE SWAINE ADENEY
STORY: ALWAYS
INDIVIDUALLY
HANDCRAFTED.**

Swaine is the oldest name in luxury goods in London and have been providing handmade pieces since 1750 for discerning ladies and gentlemen in England and worldwide. Always individually handcrafted in our workshops from the the finest leather. These are pieces to pass down through the generations.





GLOVES

Smart and sophisticated leather gloves handcrafted in finest soft nappa leather. Our mens luxurious cashmere lined gloves are available in black and brown, sizes S, M and L.

For more information, pricing and to see the full range visit swaine.london





BELTS

A timeless piece made with luxurious leather to define every gentleman's personality and style.

Handcrafted of luxury calf leather with stitched edges and embossed nubuck lining, it will add a touch of elegance to every men's outfit.

Available in brown and black full grain brushed calf leather with choice of gold or silver finish buckle, or classic navy full grain leather with a silver finished brass buckle.

Available in sizes 34 through 44.

For more information, pricing and to see the full range visit swaine.london





Coin Wallet



Billfold



Pocket Wallet



Credit Card

WALLETS AND BILLFOLDS

Presenting our new range of small leather goods handcrafted from finest leather.

Coin Wallet, Billfold and Pocket Wallet styles available.

Handcrafted from full grain calfskin leather with 100% moiré lining.

All styles available in Black, Navy, Taupe and Cognac.

For more information, pricing and to see the full range visit swaine.london



ETON

A Swaine Classic.

Our leather document holder is elegant, functional, and streamlined.

Employing the finest hand-finished materials—and individually created in the Swaine Cambridgeshire workshops by a single craftsman— this is a beautiful example of Swaine craftsmanship.

For more information, pricing and to see the full range visit swaine.london





METROPOLITAN

A discreet leather folio for documents and essentials.

The Metropolitan is beautifully soft, versatile and secure leather folio, perfect for A4 documents and smaller essentials. An ideal business gift, the case features a large zip closure and multiple interior pockets, facilitating organisation, and it features the house's logo on the exterior and interior.

For more information, pricing and to see the full range visit swaine.london





WESTMINSTER 1

A sleek and elegant Document Case.

Created with the finest hand-finished materials and individually created in our UK workshop by a single craftsman, each Westminster is simply a beautiful example of English craftsmanship.

For more information, pricing and to see the full range visit swaine.london





MAYFAIR

Understated elegance.

This smart, slim leather document case presents an understated elegance befitting any discerning lady or gentleman. Available in smooth or pebble leather and in several colourways, this briefcase can truly be tailored to specific tastes. Ensure that items are kept safe by locking it with its very own assorted key.

For more information, pricing and to see the full range visit swaine.london





CITY

Style and convenience for the city lifestyle.

Spacious, secure and soft, the City Backpack boasts fine craftsmanship, stylishly constructed into a commute-worthy design for the modern wearer. Featuring a convenient single buckle closure, padded shoulder straps and an outside pocket, the backpack is complete with the house's signature logo on the front and interior.

For more information, pricing and to see the full range visit [swaine.london](https://www.swaine.london)





INDY

Spacious and soft premium leather rucksack.

The Indy Leather Backpack boasts fine craftsmanship, stylishly constructed into a commute-worthy design for the modern wearer. Featuring padded shoulder straps and multiple pockets, the backpack is complete with the house's signature logo on the front and interior.

For more information, pricing and to see the full range visit swaine.london





OXFORD

An elegant leather weekend holdall available in three sizes.

Swaine's famous "go-anywhere" leather weekend holdall combines elegance with practicality. Using the finest hand-finished bridle leather, and brass hardware, cast and hand polished in England, each is individually created in the Cambridge workshop by a single craftsman.

Three sizes and six colours available with a choice of linings and optional shoulder strap

For more information, pricing and to see the full range visit swaine.london





BRIGG

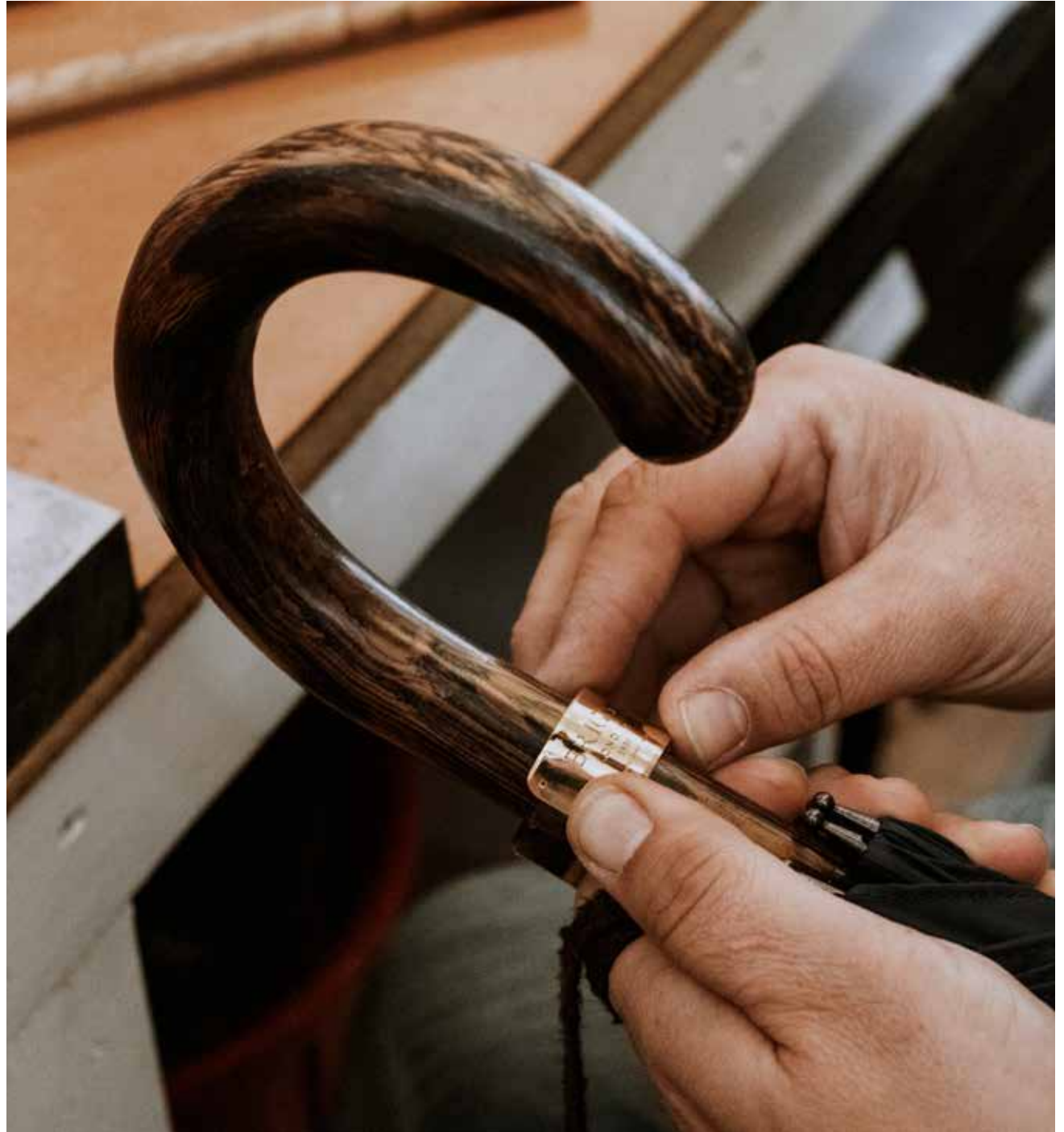
LONDON
1836

BRIGG UMBRELLAS: UNIQUELY BRITISH.

Brigg & Co. have been royal umbrella makers since the company's founding in the 19th century and remain the most decorated umbrella manufacturer in the UK.

Brigg umbrellas have been shielding the heads of kings and queens, prime ministers and elite gentlemen and film stars in both historic and modern times.

The Brigg umbrella is an essential element of the contemporary wardrobe and may be relied upon as a trusty friend for many years service.





Maple



Oak



Whangee



Stripped Cherry

UMBRELLAS

With Swaine's strong focus on slow fashion and reducing environmental impact, these timeless pieces have been designed so they can be repaired promising many years of use.

A Brigg full size umbrella, also known as a walking umbrella for it can double as a walking stick, remains the sign of a true English gentleman. Brigg umbrellas are uniquely handcrafted at our workshops in Cambridge. The handle is formed from a solid piece of precious wood; gently steam curved, and finished with our signature gold plated or sterling silver collar.

For more information, pricing and to see the full range visit swaine.london



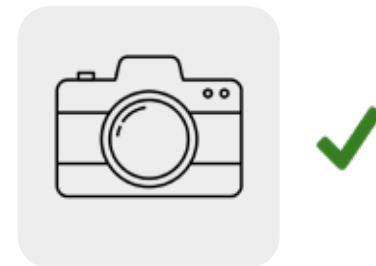
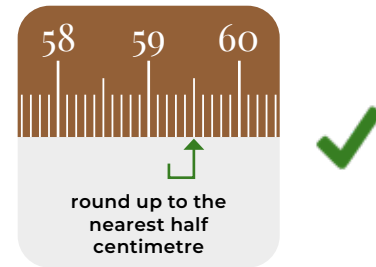
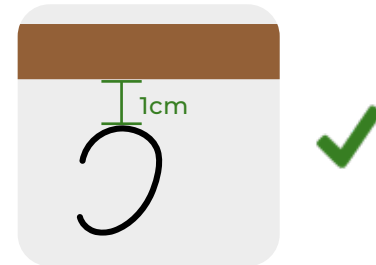
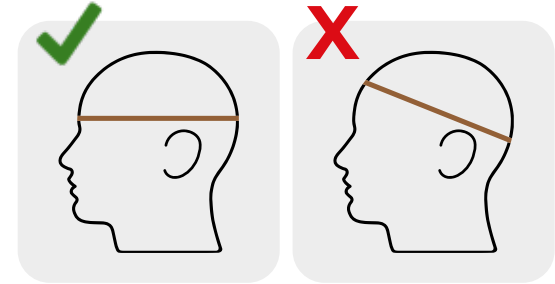


HOW TO MEASURE

We recommend that all our customers have their head size professionally measured in our London shop or take this measurement themselves at home. Please do not simply order your Herbert Johnson hat in the size you may be accustomed to wearing for other brands as we cannot guarantee the accuracy of other brands hat sizes. Please ensure you order the correct size by following these instructions:

1. Place a tailor's flexible measuring tape or string around the widest part of your head so that it sits 1cm above the ear and across the mid-forehead, completely circling your head. The tape should be held firmly but not too tight.
2. Measure your head exactly where you want the hat to sit. For example, if you prefer to wear your hat on the back of your head, this is the measurement you need to take. Please ensure that you measure in centimetres and do not convert measurements.
3. If your measurement falls between sizes, round up to the nearest half centimetre. Alternatively, email us your exact head measurement and we will add this to your order paperwork.
4. Take photos whilst the tape is around your head and email them to us. A photo from the front and from the side can be very helpful. This assists our hatter in checking that you are measuring correctly and also provides additional details that our hatter can use to best craft your hat to your features.

To assist with accuracy, it may help to do this in the mirror or have a friend at hand to measure your head for you. We also recommend that you repeat the measuring process several times to ensure consistency.





CARING FOR YOUR SERVICE DRESS HAT

Please take time to maintain your hat in perfect condition by familiarising yourself with the care information.

CLEANING

- Lint and dust may be removed using a lint roller being careful not to drag it across the surface.
- Use a soft bristle brush to remove lint in a large circular sweep following the circumference of the hat.
- In the event of the hat becoming wet, turn out the leather sweatband and stand the hat upon this to aid drying naturally.
- Steam from a boiling kettle and a soft brush will revive dull and dusty hats.
- Odours may be tackled by leaving the hat in a freezer overnight which will destroy the bacteria without damaging the hat.
- Never use water and stain repellents, these are composed of a silicate which will prevent the hat from breathing as intended.
- Vulcanised cotton pique may be cleaned using a soft pad and a diluted cleaning solution of 1 tablespoon detergent : 1 cup warm water, or a non-oil based wet wipe.
- Natural pencil rubbers may be gently used to remove blemishes and surface stains.
- Use a soft pad and petroleum spirit (lighter fluid) to polish the patent leather peak and chin strap.
- Never polish the cap star whilst mounted upon the cap without a backing.

STORAGE

- Store your hat, whenever possible, within the box provided wrapped in the acid free tissue.
- Never store the hat on it's side which will result in a misshapen hat.
- Avoid storing the hat when wet or sweaty.
- Fill your hat with tissue or a t-shirt when packing to prevent crushing.
- Never leave your hat in direct sunlight for extended periods of time which causes fading.
- Be mindful where you lay your hat to rest as it will attract lint and dust.





SUPPORT SERVICES

FITTINGS AND ALTERATIONS

- Fittings may be arranged by appointment.
- A fee will be applied for a call out service.
- Alterations and amendments to fit will be prioritised to minimise any inconvenience.
- Alterations to heritage items will be quoted after inspection and invoiced after a discussion with you.
- Work will be carried out after the fees have been received in full, and it will be executed to the highest standard; we will not accept the responsibility for the alteration of integrity to a historical piece.

REPAIR

- Repairs to hats will be quoted after inspection, as oftentime costly repair fees can exceed the price of a brand new piece.
- It is always an honour to revive a treasured piece and we will also do our utmost best to make it look as new.
- Simple repairs such as re-blocking, damaged chin straps, etc. will be processed efficiently in an effort to minimise the inconvenience of you not having your hat for an extended period of time.

RESTORATION

- Unlike repairs, restoration requires a particularly unique set of skills.
- Via restoration, we can prevent further damage to the hat and allow it to last long into the future.

- We are very careful with our restoration work, and attempt to restore the hat so that it resembles the original as much as possible.
- This work is time-consuming and requires patience and perseverance. Fees reflect the skill and investment involved in preserving the piece.

BADGE AND BUTTON SERVICE

- Due to the scale of regimental choice, it is not possible to stock all badges and buttons required. However, we will do our utmost to provide easily accessible links for all badge and button requirements.
- When ordering, please direct shipping to our London workshop at 127 New Bond Street.

RE-RANKING

- Service dress hats, along with side hats, can be re-ranked with promotion. This work is carried out within our London workshops.
- Please allow two working weeks for re-ranking (though we will often complete this more quickly).
- Not all hats can be ranked to general staff. If this is the case, we will notify you prior to work and advise you to secure a new hat.
- Links for badges and buttons will be supplied for your convenience.
- Hats will be steamed and re-blocked prior to return.
- If necessary, the hat can be resized at this stage for additional comfort.





PERSONALISATION AND BESPOKE

EMBOSSING

- We offer embossing as an additional service to complement and customise your purchases.
- This additional service is available on the majority of our products, namely our leather products and hats which feature a leather sweatband.
- The letters comprising your initials or message are debossed into the leather to leave a permanent indented impression of your chosen design.
- Silver foil, gold foil and blind embossing are available on request.

ENGRAVING

- Our gold plated and sterling silver umbrella collars may be engraved with your initials or a short message.

BESPOKE MADE TO ORDER

- All of our military hats are bespoke and made to order using the finest UK materials.
- They are handcrafted by our artisans in our Mayfair workshops, within easy reach of all military clubs.
- We are available for consultations and to collect measurements within our London stores or workshop. Visits to military bases and facilities can be arranged with notice.
- We will always work toward delivery expectations; please ensure time frames are established at the time of order.
- Our London shop team is always available in store to measure you for one of our hats and assist you with creating your order.





CONTACT HERBERT JOHNSON MILITARY

We are always on hand to offer advice on our products and services or to assist with measuring and ordering.

Feel free to ring, email, stop by our shop or arrange an appointment for a specialist consultation at our workshops.

TELEPHONE

+44 (0)20 3608 2556

EMAIL

military@swaine.group

MILITARY HAT SHOP

127 New Bond Street, London W1S 1DZ

MILITARY HAT WORKSHOP

127 New Bond Street, London W1S 1DZ
(entrance on Avery Row)

BY POST

You are also welcome to forward a hat for servicing with all details of the issue at hand along with:

- your name
- service number
- contact telephone number
- email address
- billing/shipping address

We will contact you upon the arrival of the hat and forward a quote for any work requested, whether it's a general clean, resizing, or more importantly, re-ranking.

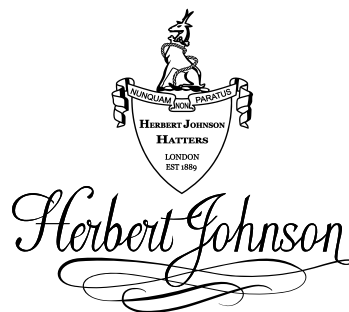
HERBERT JOHNSON CIVILIAN HAT ENQUIRIES

For a truly bespoke non-military hat please visit our London shop or contact our hatting workshop directly via enquiries-hj@herbert-johnson.co.uk

OFF PARADE COLLECTIONS

For more information on our full range of Herbert Johnson civilian headwear, Swaine handcrafted leather goods or luxury Brigg umbrellas please visit the shop or browse online at swaine.london.





MILITARY PRODUCT PRICELIST 2023

HERBERT JOHNSON HATTERS
A SWAINE GROUP COMPANY

SWAINE
LONDON

NO.1 SERVICE DRESS CAP

Standard (Plain Peak)	£335
Guards / Field Officers (Gold Peak)	£465
1 Row Oakleaf Peak	£465
2 Row Oakleaf Peak	£530
Royal Air Force	£335

NO.2 FAD CAP (KHAKI)

Standard	£330
Guards	£330

SIDE CAP

No Gold	£205
1 Row / Partial Gold	£305
Full Gold	£340

BERET

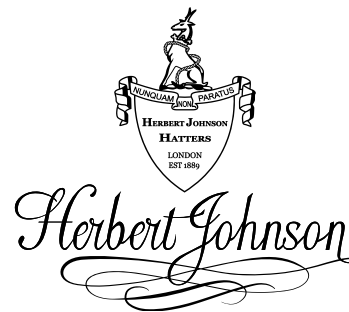
Standard	£45
----------	-----

REPEAKS

Plain Peak	£135
Field Officers (Gold/Silver Peak)	£195
Air Force 1 Row Peak	£195
Air Force 2 Row Peak	£265
1 Row Oakleaf Peak	£195
2 Row Oakleaf Peak	£295
Side Hat	£75

This table reflects current prices at the time of this publication however we always advise enquiring for specific pricing of your bespoke hat.

UK dispatch from £15 / Long-haul dispatch from £30



127 New Bond St, London W1S 1DZ – +44(0)203 608 2556 – military@swaine.group – swaine.london

HERBERT JOHNSON HATTERS, A SWAINE GROUP COMPANY

SWAINE
LONDON