

Showing your Hats

Sara Gadd (milliner) and her sister Zoe (dancer) find a way...

If you can get your hats viewed, you are half way to getting customers! Here we showcase an event devised by Sara and Zoe Gadd, of Carlisle, UK....

Working together with other crafts people and artists can be an excellent way to get your hats seen in an innovative and exciting way. We were inspired by this collaboration between sisters Sara and Zoe showcased here, and are sure that you will be too!



As part of the Carlisle Arts Festival, a town-wide event taking place on the weekend of the public holiday in May 2008, dancers from Zoe's 'Dance Ahead' group dressed in costume and appeared in a number of quite unexpected places in the town centre, attracting lots of interest from the passing crowds! The short, quirky acts were designed to showcase the talents of both sisters and to raise their profiles. They seem to have succeeded, as you will see...

dancers Rebecca and Sam in the snow-themed window of Hoopers Department store. The delicate hats, inspired by lace, were particularly beautiful.

Right: Fascinated passers-by stop to watch the dance—who could resist?

Left: Gentle music accompanied enchanting





Left: In the Menswear window of the same store, a contemplative travel writer busies himself with his journals.

Right: A grandiose musician, mime-inspired clown and an eccentric gypsy interacted in front of the Town Hall, enthraling children with simple, clean fun: something which is often sadly lacking in today's society.



Left: The Trinkets and Trickery cast. One passer-by commented: 'I've never seen anything quite like this before—fantastic!'

Sara and Zoe received much positive feedback and are planning further events for the future. Who could you collaborate with? We hope you will find similar exciting opportunities. Don't forget to email us pictures when you do!

See more of Sara's work at www.saragadd.co.uk, and Zoe's at www.danceahead.co.uk