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HATS OFF TO GOORIN BROS

MIAMI BEACH, FL – June 19, 2015 – With the sun shining so brightly this summer it is almost a necessity to have a stylish hat to block out the sizzling Miami sun and with Goorin Bros opening this week on Lincoln Road you can buy a new custom had fit for any occasion.



Goorin Bros just opened its first Florida store at 612 Lincoln Road on June 19th at 3:00 pm. The grand opening is a celebration of the century old, family owned brand bringing back the personal and bespoke experience of buying hat.

For over 119 years the Goorin Bros label has been creating and designing custom hats from coast to coast, dedicated to bringing back the once personal and special experience of buying a hat. Goorin Bros is making neighborhood hat shops places for customers to gather and come together like the local tavern or barber shop.

“Goorin Bros is making hat wearing relevant again and their vintage inspired designs and personal attention to customers is why we are excited to have Goorin Bros on Lincoln Road,” said Terranova Executive Vice President Mindy McIlroy, who represented the landlord.

The family business, now in its fourth generation, has historically utilized vintage elements for inspiration while keeping up with stylish trends. Through the generations, the Goorin family found that hats are a symbol of style, status, and most importantly, personality. By bringing back Cassel's secret designs and adding modern trends, Goorin Bros stands out as a company representing both authenticity and creativity.

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