



## **Q & A with David Goldman**

### **Philadelphia Rapid Transit**

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#### **Tell us the history of your company.**

Our company was started in 1972 by Peter and Kitzi Goldman in Philadelphia. The company originally produced general apparel and accessories but began focusing on headwear and accessories following the success of a denim newsboy hat. One of the company employees was talking about how popular used/pre-worn jeans were becoming as a fashion item. PRT decided to experiment and create a hat made of used denim scraps. The hat became so successful that the company began moving more into headwear.

#### **What type of customer buys your hats?**

We currently feature three divisions which each work together and compliment the entire company's collection.

- Private label for major international brands
- Direct sales to retailers
- Uniforms, corporate premium/promotions and special events

#### **What makes your company unique?**

Our point-of-difference in the headwear industry is our diversity of styles, fabrics and production facilities. For example we can offer our clients the basic cotton twill baseball cap made in either China or USA. We can also provide our clients with the highest quality wool berets (Czech Republic) in the world as well as inexpensive straw cowboy hats from Mexico.

#### **What's your favorite hat?**

I have several favorite hats depending on the season, the weather, my moods or need. In the past few weeks, I have been "sporting" our new pub cap which is an updated Ivy League cap but features a tight, low crown style. With the on-set of fall and the chilly mornings, I am wearing our Eco-Cotton beanie made of recycled cotton here in the USA.

#### **What are some hat trends coming in 2010/2011?**

We see the pub cap making a nice impact with the urban hipster crowd. In addition, the Eco-cotton knit beanies are continuing to gain traction. Our uniform group is seeing a lot of interest with hi-visibility colors and in particular our baseball cap made of fleece and featuring ear flaps for the cold weather.