



# BSVII

## FOR ELEVEN EVENTS: THE OLD HAVANA HAT BAR

BS-SEVEN

CRAFTED EXPERIENCES THAT TRAVEL WITH YOU

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HANDMADE IN SYDNEY  
AUSTRALIA

# **(1) THE HAT BAR**

CONCEPT CUSTOMISED FOR ELEVEN  
EVENTS — INCLUDING EXPERIENCE  
FLOW, WHAT'S INCLUDED, LOGISTICS,  
AND INVESTMENT.

# **(2) BEHIND THE BRAND**

AN INTRODUCTION TO BSVII AND OUR  
APPROACH TO CREATING BESPOKE,  
DESIGN-LED EXPERIENCES.

# **(3) PREVIOUS EVENTS**

A SHOWCASE OF PAST BSVII  
ACTIVATIONS, HIGHLIGHTING HOW THE  
HAT BAR AND OUR BESPOKE  
EXPERIENCES HAVE TRANSLATED  
ACROSS DIFFERENT EVENTS.

# **(4) CONTACT US**

NEXT STEPS AND HOW TO CONFIRM  
YOUR BOOKING.

# THE HAT BAR

BEST FOR HIGH-  
ENERGY  
ENVIRONMENTS.  
FAST-PACED, FUN,  
INTERACTIVE —  
PERFECT FOR EVENT  
ACTIVATIONS.

(1)

OVERVIEW OF THE  
EXPERIENCE



## CUSTOM EXPERIENCE FOR ELEVEN EVENTS

### Proposal: The Old Havana Hat Bar

*A bespoke Hat Bar activation designed exclusively for Eleven Events. Inspired by the vibrancy and colour of Old Havana, this experience transforms hat-making into an interactive, high-energy moment for 350 guests. Each guest will walk away with a personalised keepsake — a hat that not only ties into the Havana theme but also captures the spirit of the celebration.*

### The Experience Flow

#### 1. Hat Bar – Fit & Sizing

- *Guests are quickly sized on the spot and fitted with a pre-shaped hat (prepared in advance for this event).*
- *Smooth, seamless fittings keep the energy flowing and the line moving.*

#### 2. Decorations Station – Self-Style with Cuban Flair

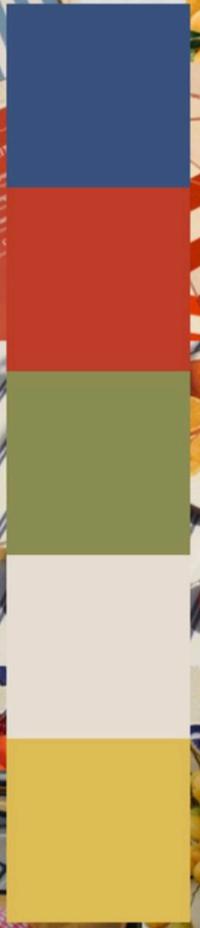
- *Adjacent to the Hat Bar, a style station invites guests to personalise their hats.*
- *A curated spread of colourful ribbons, feathers, and trims inspired by Old Havana will be displayed for guests to pick and style themselves.*
- *Two trained event assistants will guide the process, replenish accessories, and ensure the experience feels effortless.*

#### 3. Exclusive to Eleven Events

- *This concept has been created specifically for your Havana celebration — with pre-shaped hats,*
- *The result: a lively, high-volume experience designed for 350 guests.*

### What's Included

- 350 pre-shaped hats in assorted sizes and colours (prepared 2.5 months in advance)
- Curated Old Havana-inspired accessory collection (ribbons, feathers, trims)
- Styled Decorations Station setup
- 1 x Creative Lead (Nadia) + 2 trained event assistants
- Full setup, styling, and packdown
- Event-day service window: 4 hours



## **Felt Colour Direction**

*To keep the experience smooth and cohesive, we recommend selecting 3-4 neutral base colours for the hats. This allows the colourful Havana-inspired accessories (feathers, flowers, and ribbons) to stand out while ensuring every guest's hat feels wearable and stylish.*

*Suggested Neutral Palette:*

- *Natural / Beige*
- *Light Sand / Cream*
- *Warm Havana Brown*
- *Charcoal or Deep Navy (optional darker base for balance)*

*By focusing on neutrals, guests will have maximum freedom to personalise with the bold accessory spread — making each hat unique without losing the Cuban vibrancy. The Cuban Fedora-style hat typically features brims that vary between  $\approx$  2.5-3 inches. The brim shown in the photo below is  $\approx$  4 inches.*

*For this event, we recommend keeping the brim size at 3 inches — a true Cuban classic. We're happy to adjust if you'd prefer a different size.*



*(\*More felt colours upon request)*

## **Accessories Palette Direction**

*The accessories will be curated into three key categories: ribbons in vibrant red, yellow, blue, green, brown, black or colourful ; artificial hibiscus flowers to bring a feminine, tropical touch; and colourful feathers.*



## Investment

For 350 guests:

**\$80** AUD per guest

Total: \$28,000 AUD + GST (all-inclusive)

This all-inclusive investment covers:

- 350 pre-shaped hats (sized on the spot)
  - Old Havana-inspired accessory spread (bands, feathers, ribbons, trims)
  - Hat Bar + Decorations Station setup
  - Creative Lead (Nadia) + 2 trained event assistants
  - Setup, styling, packdown & logistics
- 
- *Lead Time: Approx. 2.5 months required for hat production and preparation*
  - *Deposit: 50% deposit secures production and guarantees your hats are reserved for the event*

*Event Requirements: 1 x Hat Bar area, 2 x Decorations Station tables, access to power*

E L E V E N

# BEHIND THE BRAND

(2)

BSVII\*



WHO IS BSVII

NO RISK  
NO MAGIC

AT BSVII, WE BELIEVE A HAT IS MORE THAN AN ACCESSORY — IT'S AN EXPERIENCE.

BEYOND OUR CUSTOM AND READY-TO-WEAR COLLECTIONS, WE SPECIALISE IN CREATING IMMERSIVE, DESIGN-LED EXPERIENCES FOR EVENTS. EACH ONE IS CRAFTED TO SPARK CREATIVITY, CONNECTION, AND STORYTELLING.

OUR OFFERINGS INCLUDE:

- HANDS-ON HAT CLASS — A WORLD-FIRST WORKSHOP WHERE GUESTS DESIGN AND PERSONALISE THEIR OWN HATS IN AN INTIMATE, 3-HOUR SEATED EXPERIENCE.
- THE HAT BAR — A FAST-PACED, INTERACTIVE ACTIVATION FOR LARGE EVENTS, WHERE GUESTS ARE FITTED AND STYLE THEIR HATS LIVE, WALKING AWAY WITH A PERSONALISED KEEPSAKE.

EVERY DETAIL IS CURATED TO FIT THE EVENT — FROM THEME AND COLOUR DIRECTION TO THE GUEST JOURNEY ITSELF. WHETHER FOR A WEDDING, RETREAT, OR LARGE-SCALE CORPORATE EVENT, OUR FOCUS IS ON CREATING MOMENTS GUESTS WILL REMEMBER LONG AFTER THE HAT IS MADE.



Inspo/hat bar



(3)



hands on - hat class at sun ranch in Byron



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BOOKING & ENQUIRIES