

BRAND HISTORY

Ruslan Baginskiy started his career as a stylist almost 10 years ago, and at the same time he was creating his first couture headwear pieces for fashion photoshoots. The brand was founded in 2015 in Lviv and now is based in Kyiv, Ukraine. First RB hats were handcrafted by a designer, who was gaining experience in local artisan workshops, where unique production technologies were preserved.

Inspired by art, Ukrainian national costumes, archival family photos and vintage fashion shootings, Ruslan experiments with traditional shapes and creates hats in a comfortable, utilitarian, trendy way. Brand's family is growing every day. Among RB Girls are Madonna, Bella and Gigi Hadid, Kaia Gerber, Taylor Swift, Pamela Anderson, Rosie Huntington-Whiteley, Janelle Monáe, Anna Dello Russo, Coco Rocha, Miley Cyrus, Nicky Hilton and Alicia Keys. The brand has been featured in The New York Times, Vogue, Harper's Bazaar, W Magazine, V Magazine, ELLE, Marie Claire, Glamor, Garage Magazine and many other international magazines.

The Ruslan Baginskiy Hats are represented all over the world, but the designer always emphasizes his Ukrainian origin. The debut couture collection presentation at the Crillon hotel was dedicated to native nature, local craftsmanship and traditional wedding decor in Western Ukraine. The company supports local production, therefore each hat of the brand is Made in Ukraine, for us it is one of the main principles of sustainability.

