

The Complete History of the Hawaiian Shirt

Patagonia publishes fascinating chronicle of the world's love affair with Hawaii and its most famous icon

The Aloha Shirt: Spirit of the Islands by Dale Hope with Yvon Chouinard

Are Hawaiian shirts back in fashion? According to *Vogue* Australia, that depends on whether you think they ever 'went.' Today.com says they are making a comeback "in a big way."

Serving as one of Hawaii's most famous ambassadors for 75+ years, the Hawaiian shirt—aka Aloha shirt—is more popular than ever. From California to Tokyo, hundreds of manufacturers are turning out modern-day shirts costing from \$15 to \$100. Collectors on eBay and at New York auction houses are paying thousands of dollars for a single shirt that cost less than a dollar in 1935. Now a half-billion-dollar-a-year industry, the Aloha shirt holds its legacy as a palpable symbol of Hawaii's "Aloha Spirit."

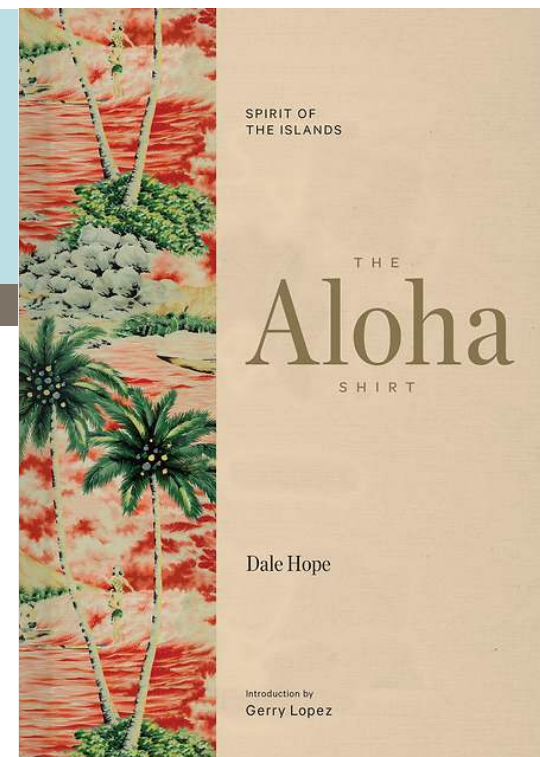
Second-generation Aloha shirt maker Dale Hope grew up during the era when it came to be recognized as a spiritual badge. Having spent his career devoted to the Hawaiian shirt, Hope is the perfect guy to share its colorful story.

Patagonia announces the release of a fully updated edition of *The Aloha Shirt: Spirit of the Islands* (June 2016), the complete book on the most enduring souvenir ever invented. Hope's authoritative book recounts the colorful stories behind these marvelous shirts: as cultural icons, evocative of the mystery and the allure of the islands, capturing the vibe of the waterman culture and lifestyle—casual, relaxed, and fun.

Hope draws from interviews, newspaper and magazine archives, and personal memorabilia to trace the splashy history of Hawaiian shirts from their beginnings right after the Great Depression to today, when they are enjoying a revival.

Highlighting the innovative artists, risk-taking manufacturers and silky fabrics behind the success of the world's most famous shirt, *The Aloha Shirt* is lavishly illustrated with hundreds of full color images, vintage black-and-white photos, and priceless examples of period "Hawaiiana."

Originally published in 2000, the new edition features more photos and new material, including an introduction by surfing legend Gerry Lopez and contributions from Patagonia founder Yvon Chouinard.



BOOK DETAILS

By Dale Hope with Yvon Chouinard

Foreword by Gerry Lopez

Patagonia | June 7, 2016

240 pg, full-color throughout

Cloth cover | 7½ x 11 in.

\$60 US | \$77.99 CAN

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thealohashirt.com

PR  BOOK

Fast Facts on The Aloha Shirt

- First developed in the early '30s as a "tourist attraction," Aloha shirts have their roots in the graphic, comfortable clothing that South Seas islanders have been wearing for hundreds of years.
- Around 1935, a small-but-daring group of clothing manufacturers in Honolulu hit on the same good idea simultaneously: to make wildly colorful, "air-conditioned" short-sleeved shirts for tourists that would give them an immediate sense of relaxation, and going "Hawaiian." The shirts were also, as one clever Waikiki marketer observed, "Postcards you can wear."
- So it has been for more than 75 years, with countless Hawaiian- and Japanese-print shirts designed and sold for the pleasure of millions of people. Aloha shirts have been the favorite leisure wear of everyone from 20-something surfers to presidents such as Harry Truman and Dwight D. Eisenhower.
- Includes a completely new chapter on the history of Patagonia's Pataloha shirt, with a tribute to legendary surfer Rell Sunn written by Yvon Chouinard. In the spring of 2016, simultaneous with the publication of the book, Patagonia will release a shirt inspired by Rell and her Aloha spirit.

About the Authors

Dale Hope has spent his life in the garment industry in Hawaii. He inherited his parents' clothing business, then bought and served as creative director of the legendary Kahala label. He has also worked with Patagonia on the Pataloha label. Dale is an avid waterman and lives in Honolulu, HI.

Yvon Chouinard is the founder and owner of Patagonia, Inc., and author of *Let My People Go Surfing*, *The Responsible Company*, and *Simple Fly Fishing*. He lives in Ventura, CA.

Praise

"Languidly informative and pretty as a hula dancer, this is a book to please anyone interested in Hawaiian tourism and culture, in fashion, or in big, gorgeous picture books." —*Booklist*

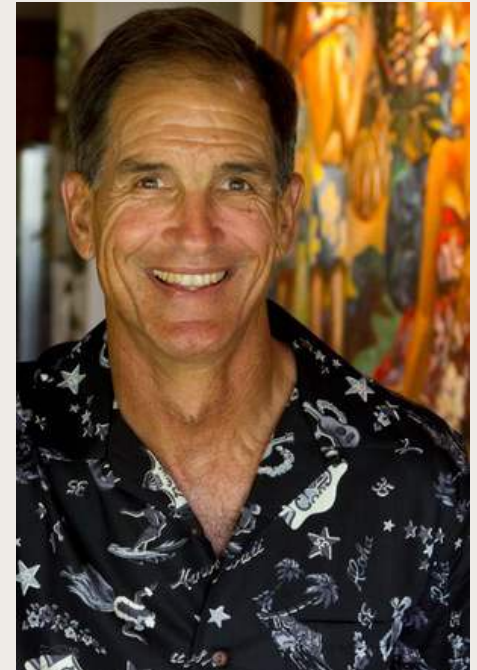
"Dale Hope's timely opus may well be the definitive book on the aloha shirt...It is a delightful and informative read..." —*Punahou Bulletin Fall*

"Hope has blended his love of Hawaii and knowledge of textiles into a coffee-table book that appeals to anyone who's ever worn a Hawaiian shirt." —*Santa Cruz Sentinel*

"If you think of Hawaiian shirts as gaudy garb for a luau, take a peek at author Dale Hope's gorgeous new book." —*Willamette Week*

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AUTHOR TOUR

- 4/19 Patagonia Bowery, New York, NY
- 4/20 Patagonia Lincoln Park, Chicago, IL
- 4/22 Patagonia San Francisco, CA
- 4/23 Patagonia Santa Cruz, CA
- 4/26 Patagonia Santa Monica, CA
- 4/27 Patagonia Cardiff, CA
- 5/5 Patagonia Honolulu, HI
- 5/6 Patagonia Haleiwa, HI

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