

# LEON



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# IN THE LAB

FOR IMMEDIATE RELEASE

Introducing "Leon in the Lab": A Groundbreaking Show Exploring the Art of Hats and Creativity

Brooklyn/Toronto, June 7th, 2023 – Leon in the Lab, an eagerly anticipated segment show hosted by the esteemed Leon Chen, is set to captivate audiences with its unique blend of creativity, craftsmanship, and captivating storytelling. This exciting new series will premiere on the highly acclaimed Fitted Hat Video shows platform, Views from the Vault, on Thursday, June 15th, 2023, at 9:30pm. Viewers can tune in to the show as it Premieres each Thursday at 9:30 PM EST. The show will include a live chat where the community can ask Leon questions about his design process and photoshop techniques.

Leon in the Lab is a show that invites viewers into the fascinating world of hats and other customizable streetwear items, exploring their allure and significance through engaging interviews with individuals from all walks of the Hat community. From passionate collectors sharing their perspectives on the enchantment of hats to seasoned designers and revered hat community veterans, the show delves into their histories, journeys, and adaptations over the years.

The Lab, as implied by the show's title, serves as a collaborative space where Leon and his guests work together to co-create exquisite pieces of art and hat designs. Each episode presents an opportunity for Leon to guide his guests in crafting hats that tell a compelling story. By unraveling the hopes, dreams, and personal narratives associated with each design, Leon and his guests transcend the mere aesthetics of hats, infusing them with profound meaning.

Moreover, circumstances permitting, the hat designs featured in each episode have the potential to be transformed into real, wearable hats. Additionally, a comprehensive digital and physical historical record, in the form of a book, will meticulously document the creation process, preserving the guest's story and the hat's evolution for posterity.

Leon Chen, is thrilled to connect with the vibrant DIY community through Leon in the Lab. Leveraging his expertise, he aspires to empower viewers to enhance their skillsets, facilitating their transition from collectors to creators.

Full episodes can be enjoyed on popular video platforms, including YouTube, Vimeo, and Daily Motion. In addition to the full episodes, Leon will also release captivating time-lapsed shorts on various social media platforms. Follow @leoninthelab on Instagram, TikTok, Snapchat, and Twitter for these exciting glimpses into the artistic process.

#### About Leon Chen:

Leon Chen is a designer renowned for his exceptional talent in the art of hat design. Leon also has an extensive background in the design and manufacturing of custom jerseys, enamel pins, and trading cards. Leon is the co-founder of the brand The Capologists and the YouTube channel, Views from the Vault. Leon's collaborative work can be found in some Leon has garnered a reputation as a trailblazer and innovator in the industry. His remarkable journey has led him to share his expertise and passion with a wider audience through the captivating show, Leon in the Lab.

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