

This is a genuine Maidana "Corazón de Potro" (Heart of Colt/Foal) gaucho-style hat from their historic shop in Buenos Aires, Argentina.

Key Identification from Images

- **Brand & Origin:** The inner labels clearly show "Maidana" (a renowned family-run hat maker in Buenos Aires since around the early 20th century, now operated by later generations at a location near Rivadavia/near Congress). The black tag reads "CORAZÓN DE POTRO," "LEGITIMO," "Maidana," "BUENOS AIRES RIVADAVIA 1923," and "INDUSTRIA ARGENTINA." The leather sweatband says "ES UN Maidana" and references Argentine production.
- **Style:** Traditional Argentine **gaucho hat** (also called a "sombrero corazon de potro" or sometimes described as a wide-brim bolero/gaucho fedora hybrid). It features a rounded/conical crown and a wide, flat brim (typically 10–12 cm / ~4–4.7 inches based on models). These are designed for practicality in the pampas — sun/rain protection, with an optional chin cord (barbijo) in some versions. Yours appears to be a classic brown variation without visible cord in the photos.
- **Material:** High-quality **felt made from hare fur (pelo de liebre)**, a traditional premium material for these hats — soft, durable, and weather-resistant. The suede-like texture and felt construction are visible in the exterior photo.

Additional Details

- **History/Context:** Maidana is a classic Buenos Aires institution (over 100 years old). Their hats are handmade or semi-handcrafted and popular among gauchos, locals, and tourists. The "Corazón de Potro" model is a specific, iconic wide-brim style evolved from earlier gaucho designs like "panza de burro."
- **Condition/Features:** From the photos, it looks well-maintained with a nice patina. The leather sweatband and stitching are high-quality. These hats often develop character over time and can be reshaped/steamed by specialists.

Value

Authentic Maidana Corazón de Potro hats are premium items. New or recent ones typically retail in the range of **\$150–\$400+ USD** depending on color, exact size, and condition (higher for custom or special editions). Since yours is a few years old but from a reputable maker and appears in good shape, its resale/collectible value would likely be in the **\$100–\$250 range** on platforms like eBay, Mercado Libre, or specialty hat sites — more if in excellent condition or with original packaging/tags. They hold value well as durable, culturally significant pieces.

Care Tips (common for these felt hats):

- Brush gently with a soft hat brush.
- Store in a cool, dry place (away from direct sun/heat to prevent fading or warping).
- Can be professionally steamed and reshaped if needed.

This is a great, authentic piece of Argentine craftsmanship — perfect for the gaucho aesthetic!