

Walt Disney World Guests Create Custom Mouse Ear Hats With the New

LAKE BUENA VISTA, Fla. — Every Kingdom has its crown jewels, and Magic Kingdom at Walt Disney World Resort is no different. But don't expect rubies or spires of gold: The jewels here — those famous Mouse Ear hats — come with a little extra "character."

Guests are finding a new, customized way to enjoy the already blossoming array of Ear hats offered at Florida's Vacation Kingdom. Exclusively at The Chapeau on Main Street U.S.A. in Magic Kingdom, guests can visit the Build Your Own Ears Hat boutique and fashion a set of ears that represents their individual personality.

"For the first time, guests can take our traditional, iconic Mickey Mouse Ears — made famous in the 1950s with the Mickey Mouse Club — and customize them," said Dara Trujillo, merchandise manager at Walt Disney World Resort. "Not only is this a unique product offering, but every set will be different, just like our guests."

Here's how it works:

- Guests start by choosing one of 19 bases in colors and materials such as purple satin, pink fur, blue velvet or green glow-in-the-dark.
- Next, guests choose two snap-on ears from an assortment such as metallic, rhinestone and holographic — either two ears of the same variety or two different options for a really distinctive look.
- If they wish, guests can adorn their hat using peel-and-stick patches representing favorite Disney characters, Disney princesses and Disney Channel shows. Custom embroidery and stick-on letters are also available.

With thousands of combinations possible, it's easy for guests to create an Ear hat that is uniquely "them." And once the creation is complete, there's no fewer than seven mirrors stationed around the shop in which to admire the one-of-a-kind work of art.

"Guests take pride in showing off their creative talents," said Trujillo. "It's their way of saying, 'These were made *just for me.*' "

Prices vary based on how elaborate a creation a guest concocts. A basic hat — a base, two ears and a chin strap — starts around \$7.50, with patches (\$2.95 each), letters (\$5.95 for a pack) and embroidery (\$3.00) optional. Hats are one-size-fits-all, but can be adjusted to fit smaller guests using the chin strap.