

# FOUNDER'S STORY

WILD PONY HAT BAR WAS FOUNDED BY CASEY RUSSELL IN 2024 AS SAN ANTONIO'S PREMIER CUSTOM HAT EXPERIENCE—WHERE TEXAS CHARM MEETS CREATIVE TRADITION.

CASEY SPENT OVER 15 YEARS BUILDING A SUCCESSFUL CAREER AT TWO FORTUNE 500 COMPANIES, NAVIGATING INDUSTRIES WHERE WOMEN WERE OFTEN UNDERREPRESENTED—SPORTS AND AEROSPACE. SHE WAS FREQUENTLY THE ONLY WOMAN AT THE TABLE. WHILE BRINGING BOLD IDEAS AND A STRONG VOICE, SHE WAS OFTEN OVERLOOKED. CREATIVITY, GLAM, AND INDIVIDUALITY DIDN'T FIT THE MOLD—AND CERTAINLY DIDN'T BELONG IN THE BOARDROOM.

WHEN A CORPORATE LAYOFF BROUGHT HER CAREER TO A CROSSROADS, CASEY CHOSE REINVENTION OVER RESIGNATION. WHAT COULD HAVE BEEN AN ENDING BECAME THE START OF SOMETHING FAR MORE MEANINGFUL—A BRAND BUILT ON **CREATIVITY, RESILIENCE, AND AUTHENTICITY.**

WILD PONY HAT BAR IS MORE THAN A BUSINESS—IT'S A CELEBRATION OF PERSONAL STYLE, BOLD IDEAS, AND SELF-EXPRESSION. AT THE HEART OF IT ALL IS A SIMPLE MISSION: TO BUILD A COMMUNITY ROOTED IN CONFIDENCE AND KINDNESS.

THROUGH CURATED HAT BAR EXPERIENCES AND PERSONALIZED DESIGN, WE BRING PEOPLE TOGETHER—NOT JUST TO WEAR HATS, BUT TO WEAR WHO THEY ARE.

**WILD PONY IS FOR THE DREAMERS, THE DOERS, AND THE ONES WHO'VE BEEN TOLD THEY DON'T FIT IN. HERE, EVERYONE DOES.**



# BASILA FROCKS

IN 1929, THE BASILA FAMILY ESTABLISHED BASILA FROCKS, A GARMENT FACTORY THAT BECAME A CORNERSTONE OF SAN ANTONIO'S WESTSIDE COMMUNITY.

FOUNDED BY SYRIAN IMMIGRANTS SEEKING OPPORTUNITY, THE FACTORY PROVIDED STABLE WORK DURING THE GREAT DEPRESSION, EMPLOYING GENERATIONS OF LATINA SEAMSTRESSES WHOSE SKILL, RESILIENCE, AND DEDICATION HELPED SUPPORT FAMILIES AND STRENGTHEN THE NEIGHBORHOOD.

FOR DECADES, BASILA FROCKS STOOD AS A SYMBOL OF PERSEVERANCE, OPPORTUNITY, AND CULTURAL PRIDE. EVEN AS THE WESTSIDE FACED ECONOMIC CHALLENGES AND CHANGE, THE LEGACY OF THE FACTORY LIVED ON THROUGH THE STRENGTH AND DETERMINATION OF THE COMMUNITY IT HELPED SHAPE.

TODAY, THE REVIVAL OF BASILA FROCKS HONORS THAT HISTORY WHILE EXPANDING ITS PURPOSE FOR A NEW GENERATION. MORE THAN A RESTORED BUILDING, IT IS NOW A SPACE FOR CREATIVITY, CONNECTION, AND GROWTH—PRESERVING THE PAST WHILE CREATING NEW OPPORTUNITIES FOR THE FUTURE. WILD PONY NOW PROUDLY CALLS THE WESTSIDE OUR HOME.



# PRESS RELEASE

## WILD PONY HAT BAR OPENS NEW WEST SIDE HOME AT HISTORIC BASILA FROCKS

**SAN ANTONIO, TEXAS — JUNE 2026 —** WILD PONY HAT BAR, SAN ANTONIO'S EXPERIENTIAL CUSTOM HAT BRAND, IS PROUD TO ANNOUNCE THE OPENING OF ITS NEWEST LOCATION INSIDE THE HISTORIC BASILA FROCKS BUILDING ON THE CITY'S WEST SIDE. THE NEW STOREFRONT WILL OFFICIALLY WELCOME GUESTS BEGINNING **JUNE 27, 2026**, BRINGING TOGETHER CREATIVITY, CRAFTSMANSHIP, AND COMMUNITY IN ONE OF SAN ANTONIO'S MOST MEANINGFUL REVITALIZATION PROJECTS.

FOUNDED BY **CASEY RUSSELL**, WILD PONY HAT BAR WAS BUILT ON THE BELIEF THAT WHAT WE WEAR TELLS A STORY—AND THAT THE EXPERIENCES WE SHARE WHILE CREATING THOSE PIECES MATTER JUST AS MUCH AS THE FINISHED PRODUCT.

AFTER SPENDING MORE THAN FIFTEEN YEARS IN CORPORATE LEADERSHIP WITH COMPANIES INCLUDING NIKE AND BOEING, RUSSELL MADE THE LEAP INTO ENTREPRENEURSHIP TO BUILD SOMETHING ROOTED IN HUMAN CONNECTION. WHAT BEGAN AS A MOBILE HAT EXPERIENCE HAS GROWN INTO A THRIVING SAN ANTONIO BUSINESS SERVING EVERYONE FROM LUXURY RESORTS AND CORPORATE CONFERENCES TO WEDDINGS, FESTIVALS, AND NEIGHBORHOOD GATHERINGS.

TODAY, WILD PONY ENTERS ITS NEXT CHAPTER.

"OPENING AT BASILA FROCKS ISN'T JUST ABOUT EXPANDING OUR BUSINESS. IT'S ABOUT BECOMING PART OF SOMETHING MUCH BIGGER. THE WEST SIDE HAS A RICH HISTORY OF RESILIENCE, CREATIVITY, ENTREPRENEURSHIP, AND PRIDE. WE ARE HONORED TO PLANT ROOTS IN A PLACE THAT HAS ALWAYS REPRESENTED COMMUNITY AND OPPORTUNITY, AND WE ARE COMMITTED TO SERVING THE PEOPLE WHO CALL THIS NEIGHBORHOOD HOME."

— CASEY RUSSELL, FOUNDER & CEO, WILD PONY HAT BAR

ORIGINALLY BUILT IN 1929, BASILA FROCKS HAS BEEN THOUGHTFULLY RESTORED AS A MIXED-USE DESTINATION DEDICATED TO PRESERVING HISTORY WHILE CREATING OPPORTUNITIES FOR LOCAL ENTREPRENEURS AND COMMUNITY PROGRAMMING. THE BUILDING'S REVIVAL REFLECTS THE SAME VALUES THAT HAVE GUIDED WILD PONY SINCE ITS FOUNDING: AUTHENTICITY, CREATIVITY, INCLUSION, AND KINDNESS.

AT THE NEW LOCATION, GUESTS WILL BE INVITED TO DO MORE THAN SIMPLY PURCHASE A HAT. THEY WILL BE WELCOMED INTO A SPACE DESIGNED FOR GATHERING, STORYTELLING, AND SELF-EXPRESSION. VISITORS CAN CUSTOMIZE COWBOY HATS AND FLAT BRIMS THROUGH HAT SHAPING, BRANDING, ACCESSORIES, AND PERSONALIZED STYLING WHILE PARTICIPATING IN WORKSHOPS, COMMUNITY EVENTS, FAMILY EXPERIENCES, AND CELEBRATIONS THAT BRING PEOPLE TOGETHER.



**WILD PONY'S CORE VALUES REMAIN AT THE  
HEART OF EVERY INTERACTION:**

### **BE WILDLY YOU**

CELEBRATE INDIVIDUALITY AND SELF-EXPRESSION.

### **LEAD WITH PASSION**

APPROACH EVERY EXPERIENCE WITH ENERGY,  
CREATIVITY, AND PURPOSE.

### **KINDNESS FIRST**

CREATE SPACES WHERE EVERY GUEST FEELS SEEN,  
VALUED, AND WELCOME.

### **CREATE WITH COURAGE**

HONOR TRADITION WHILE EMBRACING INNOVATION  
AND NEW IDEAS.

"WE DON'T WANT TO SIMPLY OPERATE A STORE. WE  
WANT TO BECOME A STAPLE IN THIS COMMUNITY. WE  
WANT PEOPLE TO GATHER HERE AFTER SCHOOL,  
BRING THEIR FAMILIES ON THE WEEKENDS,  
CELEBRATE MILESTONES WITH FRIENDS, ATTEND  
WORKSHOPS, SUPPORT LOCAL ARTISTS, AND FEEL  
LIKE THEY BELONG. IF PEOPLE LEAVE WITH A  
CUSTOM HAT AND A MEANINGFUL MEMORY,  
THEN WE'VE DONE OUR JOB."

— CASEY RUSSELL

AS WILD PONY OPENS ITS DOORS AT BASILA FROCKS,  
THE COMPANY LOOKS FORWARD TO SERVING THE  
WEST SIDE FOR YEARS TO COME—CREATING  
EXPERIENCES ROOTED IN CRAFTSMANSHIP,  
CONNECTION, AND THE ENDURING SPIRIT OF SAN  
ANTONIO.

## **GRAND OPENING**

**SATURDAY, JUNE 27, 2026**

**10:00 A.M. — 5:00 P.M.**

**BASILA FROCKS**

**502 N. ZARZAMORA STREET  
SAN ANTONIO, TEXAS 78207**

## **ABOUT WILD PONY**

### **HAT BAR**

FOUNDED IN 2024, WILD PONY HAT BAR IS A SAN  
ANTONIO-BASED EXPERIENTIAL RETAIL COMPANY  
SPECIALIZING IN CUSTOM COWBOY HATS AND FLAT  
BRIMS. THROUGH ON-SITE HAT SHAPING, BRANDING,  
ACCESSORIES, AND PERSONALIZED STYLING, WILD  
PONY TRANSFORMS HATS INTO MEANINGFUL  
EXPERIENCES FOR INDIVIDUALS, PRIVATE EVENTS,  
CORPORATE ACTIVATIONS, AND COMMUNITIES ACROSS  
TEXAS AND BEYOND.

MORE THAN A HAT SHOP, WILD PONY CREATES  
SPACES WHERE CONFIDENCE, CREATIVITY, AND  
CONNECTION COME TOGETHER—INVITING EVERY  
GUEST TO CELEBRATE THEIR STORY AND  
**BE WILDLY YOU.**

## **MEDIA CONTACT**

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# WILD PONY VALUES



## BE WILDLY YOU

WE VALUE AUTHENTICITY IN EVERY INTERACTION. OUR TEAM MEMBERS SHOW UP AS THEIR TRUE SELVES—WITH CONFIDENCE, HONESTY, AND INDIVIDUALITY. BOLD IDEAS AND PERSONAL EXPRESSION MAKE US STRONGER.



## LEAD WITH PASSION

WE BRING ENERGY, CARE, AND PRIDE INTO EVERYTHING WE DO. WHETHER IT'S CRAFTING A CUSTOM HAT OR CREATING A STANDOUT GUEST EXPERIENCE, WE'RE ALL-IN AND ALL-HEART.



## KINDNESS FIRST

WE LEAD WITH EMPATHY AND RESPECT. EVERY INTERACTION IS AN OPPORTUNITY TO BUILD TRUST, UPLIFT OTHERS, AND MAKE SOMEONE'S DAY BETTER.



## CREATE WITH COURAGE

WE TAKE PRIDE IN FRESH THINKING AND BOLD IDEAS. OUR TEAM EMBRACES ORIGINALITY, ADAPTS QUICKLY, AND BRINGS A CREATIVE MINDSET TO EVERYTHING WE TOUCH.

