Wear your story.

26 HATS / PRODUCT IMAGES & PRICES

Website content reference for GoDaddy Airo. Use each named product, its matching image, theme, description, CAD prices and release status from the following pages.

LIMITED PRE-ORDER / ALL 26 DESIGNS

All 26 designs are offered together for pre-order. Only 10 hats per design are available: 260 hats total. Pre-sale funds will be used to place the manufacturing order. Products are not ready to ship.

PRODUCTION & DELIVERY

Use a Pre-Order button for every design and a maximum allocation of 10 units per design. Production begins after sufficient pre-sale funds are raised and the supplier order is placed. Order placement and delivery dates are to be confirmed.

PRODUCT & BRAND NOTES

Adjustable snapbacks with the gold Rocco's script and crown. Named styles identify the products; personal names are not added to the hats. Rocco's is named in honour of Pappa Rocco Lavia and his love of fashion. Designer: Cameron Wasnea.

$3 CAD from every hat sold, excluding The Jason, will be donated to Ribbon Community. The Jason instead donates $5 CAD per sale to Indigenous Wellness Training Society (IWTS Canada). These pledges do not imply endorsement. Prices exclude taxes and customer shipping. Images are concepts; final production details may vary. Confirm the campaign closing date, funding target, delivery estimate and refund terms before payments open.

This PDF provides website content and images; it does not automatically create store products or inventory. Copyright 2026 Cameron Wasnea.



The Rocco

SIGNATURE EDITION - THE ENTREPRENEUR

Pre-order: CAD $79.99 | Regular: CAD $79.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

Golden mountain, radiant sun and oak branches celebrate vision, growth and legacy.



The Rachel

POWER & STRENGTH

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A golden lion with a flowing mane, clouds and sunburst; golden brim.



The Austin

NEURODIVERGENT

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A golden yellow rose and crown celebrate individuality; yellow brim.



The Kimberly

TRANSFORMATION

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A richly coloured butterfly celebrates growth and new beginnings; purple brim.



The Baraham

COURAGE

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

An ice-blue-eyed husky beneath a silver moon; grey brim.



The Hannah

ENDLESS LOVE

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A ruby heart surrounded by roses celebrates compassion and lasting connection.



The Judy

WATER & EARTH

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

Waves, mountains and golden roots represent grounding and balance.



The Cynthia

A MOTHER'S LOVE

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A mother elephant and calf share an embrace among magnolias; blush brim.



The Magnus

LEADER

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

An eagle above mountain peaks and a golden compass star represent vision.



The Gary

SOBRIETY & GENERATIONAL HEALING

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A flourishing tree breaks free from chains beneath a new sunrise.



The Cameron

LGBTQ+ EQUALITY

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A golden heart with rainbow wings celebrates pride and belonging.



The Sookie

THE STORYTELLER

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

An open book and quill reveal forests, mountains and moonlight.



The Patricia

HEALTH & WELLNESS

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

An ivory lotus, leaves and flowing water represent renewal and balance.



The Phil

SPECIAL EDITION - SUPPORT & AMBITION

Pre-order: CAD $79.99 | Regular: CAD $79.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

An all-gold hat with supportive hands lifting mountain peaks toward the sun.



The Brianna

LOVE OF ANIMALS

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A dog, cat and grey parrot gather beneath a golden heart; sage brim.



The Colby

LOVE OF OUTDOORS

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

Dirt bike and ATV riders explore mountain trails; burnt-orange brim.



The Brian

CONQUERING DEPRESSION

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A phoenix rises through storm clouds toward a golden sunrise; midnight-blue brim.



The Jersie

YOUTH & NEW GENERATIONS

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A sapling and established tree share golden roots under a new sunrise.



The Kaige

STROKE & HEART

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A heart and brain linked by a golden heartbeat line honour resilience.



The Brinley

THE PRINCESS

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A jeweled tiara and blush rose celebrate confidence and imagination.



The Nova

UNAPOLOGETICALLY YOURSELF

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A radiant peacock celebrates bold individuality and self-expression.



The Kennedy

JOY

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A radiant sun, rainbow ribbons and gold sparkles; white crown and coral brim.



The Jason

FIRST NATIONS TRIBUTE

Pre-order: CAD $69.99 | Regular: CAD $69.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

Cedar, turquoise river and coastal peaks; green brim. $5 CAD per hat supports IWTS Canada.



The Natalie

FRIENDSHIP

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

Two swallows among intertwined flowering branches; lavender brim.



The Jean

THE COWBOY & FARMER

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A chestnut horse, golden wheat and farm sunrise honour local farmers; brown brim.



The Julia

END THE STIGMA OF HIV

Pre-order: CAD $59.99 | Regular: CAD $64.99

LIMITED PRE-ORDER / ONLY 10 AVAILABLE PER DESIGN

A crimson awareness ribbon, golden sunrise, olive branches and intertwined hearts celebrate solidarity and belonging; red brim.