



BORN HOT, WORN COOL

HAILING FROM CLOSE TO THE EQUATOR AND SPOTTED AS FAR SOUTH AS THE FRIGID ANTARCTIC, THE RDB TARP HAT IS READY FOR ANYWHERE IN THE WHOLE WIDE WORLD THAT YOU WANT TO BE.

In the photo at right, ice, more ice and ... penguins. In the one below it, a looming iceberg. In No. 3, a cruise ship dwarfed by a glacier the size of a shopping mall. Yet in each picture, our eyes keep drifting back to that hat. That rakishly stylish, tough darn so-and-so of a hat.

These cool pics came to us from a Real Deal Brazil hat owner who disembarked from a recent cruise trip for an exhilarating Antarctic trek among the funny tuxedoed birds and towering cliffs of ice.

For such zesty travel, what else was he gonna sport on his head? Breathtaking adventures beg for a hearty head-topper that'll take a beating and bounce right back. A hat with spunk and spirit to burn.

Our Real Deal Brazil recycled-tarp hat is sort of a fedora, sort of an Outback hat – that is, after a day atop Indiana Jones being beaten and dragged to within an inch of his life.

You won't find a better get-out-there-and-go hat, period. The Real Deal Brazil is crafted to the extremes – extreme toughness, extreme affordability, extreme Earth friendliness, extreme cool. For that matter, plenty of extreme hot-ness, too.

That's equatorial heat, to be exact. Our hats hail from a blistering Brazilian town known for its no-frills hat-making. The fabric is cut from tarps once stretched across beds of cross-country cargo trucks – used canvas otherwise bound



Yep, those little black-and-white blobs above are penguins. Naturally resplendent in feathery formal-wear, these snazzy snow-bunny birds surely suspect how ruggedly fabulous they'd look in their visitor's striking Real Deal Brazil recycled-tarp hat. Better watch your back, adventurous traveler!

for landfills. Our reclaimed tarps have been assaulted by blinding rain, baked by scalding heat, whipped by harsh salt winds, pummeled by road debris and sometimes even stamped or written on in Portuguese with waterproof black ink.

The heavy wire shaping our hats' bendy brims was pulled from trashed truck tires worn treadless barreling along Brazilian byways barely fit for driving, with whole sections of road crumbled away and, to hear the locals tell it, highway pirates (seriously, guys with guns!) often in wait.

The Real Deal Brazil recycled-tarp hat: born hot, worn cool. Oh where, oh where will our bedraggled beauty turn up next?

For more on the globe-trotting RDB recycled-tarp hat, visit realdealbrazil.com, or e-mail frabey@realdealbrazil.com. Manufacturer's suggested retail price: \$39.99.

