

As real as you wanna be

It doesn't get much realer than this!



Our handmade RDB hats hail from a tiny Brazilian town down along the equator, where they're cut from recycled canvas tarps that once covered the beds of cross-country cargo trucks. The wire in the bendable brims was pulled from old truck tires. Recycling extends all the way to tarp scraps, which are sewn as patches onto other hats.

Our hat fabric, in its earlier life as truck tarps, endured hammering rains, scalding heat, harsh salt winds and all manner of road debris. That means our hats can vary wildly, in color, holes, fraying, patches, stitching and stains – some even have snippets of Portuguese stamped on them in thick black ink. So just as with the people who wear them, no two Real Deal Brazil recycled-tarp hats can ever be alike!



Morning ferry ride out to Outer Banks, N.C., U.S.A.



Geological soil-sample dig site, Djibouti, East Africa.



U.S. Navy-family beach afternoon, Agnone Bagni, Italy.



Family vacation, mountains of Clayton, Idaho, U.S.A.



Retirement world-traveling, islands of Antarctica.

Bend the brim to suit your whim



The Tex

BEND DOWN THE FRONT AND ROLL THE SIDES FOR THIS LONE STAR STATE LOOK, PODNAH.



The Flop

REQUIRES NO SPECIAL SHAPING - WEAR IT JUST AS IT ARRIVED TO YOU!



The Woody

IN HONOR OF OUR "ZOMBIELAND" MOVIE DEBUT, ROCK IT, WOODY HARRELSON STYLE! ROLL THE SIDES UP GENTLY, OVER AND OVER; THE FORM WILL SLOWLY START TO TAKE HOLD.



The Aussie

GOOD ON YA, MATE! BEND BOTH SIDES SHARPLY UPWARD FOR A LOOK THAT SHOUTS DOWN UNDER.



The Roll

ROLL UP THE SIDES SLIGHTLY, FOR A STYLE THAT SAYS YOU'RE READY TO ROLL WITH WHATEVER COMES YOUR WAY.



The Pinch

PINCH THE BRIM HARD FRONT-AND-CENTER. PUTTING YOUR HAT ON STRAIGHT COULDN'T BE ANY EASIER.



The Gomer

FEELIN' A LITTLE GOOFY? FULLY BEND UP JUST THE FRONT FOR THE HEAD-ON MAYBERRY EFFECT.

>>> THESE STYLES ARE JUST STARTING POINTS – THERE'S NO RIGHT OR WRONG WAY TO WEAR A REAL DEAL BRAZIL HAT. THE HEAVY WIRE INSIDE THE BRIM MAY TAKE A LITTLE WORKING TO HOLD THE LOOK YOU WANT – DON'T BE SHY ABOUT SOME SERIOUS BENDING. OUR HATS CAN TAKE IT!

