



Real Deal Brazil takes HOLLYWOOD all Over again

Hat that amped Woody Harrelson's redneck cool in *Zombieland* boosts Óscar Jaenada's brooding intensity in upcoming actioner *The Losers*

Arriving close on the undead heels of the DVD/Blu-ray of 2009 blockbuster *Zombieland*, the first trailer for *The Losers* makes it official: The Real Deal Brazil has reset the standard for Hollywood cool. As the strong, silent sharpshooter "Cougar," actor Óscar Jaenada sports an RDB recycled-tarp hat through much of the film, honing his look of brooding intensity.

The Losers, the gritty tale of a rogue CIA black-ops unit out for revenge upon the former handler who left the

team for dead following a failed assassination attempt, is an adaptation of Andy Diggle's same-named graphic novel. The film hits theaters April 9.

Magali Guidasci, the new action flick's costume designer, served in that same capacity for *Zombieland*, choosing the RDB hat as the principal prop for star Woody Harrelson. Her happy experiences with the hat during *Zombieland* production led her to use it again for *The Losers*, she noted by phone recently.

Magali was first drawn to the hardy head-topper for its unique "green" origins: Each RDB hat is handmade in Brazil from otherwise trash-bound old cargo-truck tarps and wire from retired truck tires. Once Magali had several hats in hand to work with,

their durability and adaptability sold her on them completely, she said.

"These are very workable hats," the costume designer declared. "They work perfectly in both films, and each time they convey a completely different image."

Of cool, that is. Serious badass cool.

And Magali would gladly use the RDB hat in another appropriate future project, too. "If everything I worked with was at the level (of these hats)," she enthused, "it would be so fantastic!"

Our thanks, Magali. We're humbled, twice-over, by these big-screen votes of confidence. Just not but so humbled, of course. Cuz we are, after all, now really, really cool.

