



The Real Deal Brazil  
recycled-tarp hat:

eradicating  
the zombie menace  
since Oct. 9, 2009.



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# When the zombies get here, will you be dressed to kill? Well, will ya?

For Woody Harrelson, that'd be a yes. That's him all cooled-up in a Real Deal Brazil recycled-tarp hat, which he sports for the whole of the hip Columbia Pictures horror-comedy *Zombieland*, released Oct. 9, 2009.

Harrelson stars as Tallahassee, an AK-47-totin' Florida s\*\*tkicker bent on blowing away every last one of the zombie menace that's recently taken over Earth. And Tallahassee clearly gets that you don't ante up to keep the last of humanity from becoming snack-food for the angry, ambulatory dead wearing some tired nylon ball cap or city-wuss Kangol beanie. Sure, Indiana Jones might have looked sharp staring down Nazi nasties in his old-guy headwear, but let's face it: Indie's iconic fedora would have been no match for the unrelenting undead.

No, to defeat a zombie, you need a head-topper that understands what it's like **to just not die**.

Our RDB hat is made to order. **The fabric is cut from tarps once stretched across the beds of cross-country Brazilian cargo trucks hauling open freight, from the remote and steamy Amazon out to the bustling coast.**

Which is to say that **our hats have been there and done that** long before landing on your hopefully still-human head. In their past lives as tarps, our RDBs routinely **slogged through sudden deluges of blinding rain, were baked and broiled in scalding heat, whipped by harsh salt winds, assaulted by road debris** and sometimes even stamped or printed upon in Portuguese with waterproof black ink. Yet before those battered canvas sheets could be landfilled as trash, they were reanimat-



ed into **the head-topper du jour of zombie-slaying badasses**.

The bendy brim, which Harrelson has molded all cockeyed like only a zombie-killer can, is formed from **wire yanked from dead truck tires**. Even tarp scraps are reborn, jaggedly stitched as patches onto other RDB hats.

No doubt Harrelson can seriously work a hat. But with our **each-one-is-one-of-a-kind RDB**, he doesn't have to work but so hard at looking zombie-killer-cool. 'Cuz our hats are all that and a box of, well, Twinkies, even when ol' Woody is nowhere in the picture.

**The Real Deal Brazil:** Rugged anti-fashion for the informed head and, yes, **the salvation of humanity itself**.

