

AGUARDENTE DE CANA.

BURR



Fashion, Slung Forward

The new Real Deal Brazil Rio Sling®, a hip-hugging, Earth-friendly canvas pocket of sleek 'n' sexy for amplifying your own bare essentials

Sexy's like a slap in the face, snapping us out of the dull and the drab and routine. It makes us look, then look some more, even when we're trying hard to look like we're not looking at all. It's a casual confidence, a natural defiance of norms, a head cocked at the world like a loaded gun. It makes the air around it sizzle.

Which is to say that sexy really is as sexy does, and the Real Deal Brazil's new Rio Sling does and does, and then some. Slung low on one hip, it rides the body's middle curves like a second skin, defying eyes not to follow.

Inspired by the sultry, sun-drenched beauty of Rio's body-licious beaches, where sexy is the standard and less clothing amounts to so much more, our Rio Sling is a go-anywhere pouch for personal essentials, complete with a separate cell-phone pocket, that wraps the midriff like a belt. But cocked low to one side, it's even more a heated dare to the drab-weary world not to step back and stare.

More than just Rio-inspired, our Rio Sling is the very fabric of Brazil itself. Cut from recycled canvas tarps once covering the beds of cross-country Brazilian cargo trucks, and hand-sewn in a sweltering town down along the equator, the Rio Sling is alluringly ragged, jagged, faded, spotted, tattered, patched and torn, and nearly as Earth-friendly as your own sweat.



Just don't go mistaking it for some new-fangled take on the Plain Jane fanny pack. Those tired, tacky totes are for tourists, safe-minded folks who stand back and watch from the sidelines as life ignites right in front of them. Our Rio Sling is fashioned fresh for life itself, hot and happy and crackling with energy, that natural electricity that's at the very heart of sexy.

The Rio Sling, with a suggested retail price of \$59.99, is available for \$49.99 at www.realdealbrazil.com.

