

Real Deal bush-hats made from Brazilian truck-tarps

POSTED BY [CORY DOCTOROW](#), FEBRUARY 6, 2009 7:58 AM | [PERMALINK](#)

I just got a review unit from Real Deal Brazil, a company that makes bush hats from recycled Brazilian truck tarps (the brims are wired with heavy wire pulled from worn-out truck tires).

This thing's just *great*. The manufacturer goes to some length to show you how indestructible it is, and after giving it a good working-over here, I believe it. It was a little hard to get the brim back into shape after crumpling it up, but not impossible, and short of actually incinerating this thing, I'm willing to believe it'll stand up to anything. The canvas is worn as soft as felt, the stitching's strong, and the thing's lightweight.

I don't know that I'd wear it in London winter, but once the sun's out again (2011, I think?), you damn betcha.



Me in the Real Deal Brazil hat, the office, Clerkenwell, London, UK 2

ALL SIZES



boingboing
boingboing
boingboing
boingboing

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The Real Deal is made in Brazil of recycled canvas tarpaulins from cargo trucks used for transporting goods. Every hat is truly one of a kind as no two are the same. Each hat has its own unique character. Made from various colors of tarp, these hats may have patches, seams, holes, or even Portuguese writing. These hats are hand sewn by Brazilian villagers and reflect the true craftsmanship of the locals. Because the tarpaulins were designed to protect its contents from the rough elements in Brazil, they make perfect covers to shield your cabeça (that's head in Portuguese) from the hot summer sun. Every characteristic of The Real Deal tells a story of its prior life lived as a lonely truck tarp and reveals its journeys through the harsh elements in equatorial Brazil. Here are some examples of the characteristics you could find in your own Real Deal Brazil.

Real Deal Brazil



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AMBASSADOR1 SAID: "Here's another guitar-busting song, from Loudon Wainwright III...

MOKEY SAID: "@23: Appalachian Terror Unit fucker shreds. I was so happy when I first heard their name. And happ ..."

WOLFESMA SAID: "Is it suddenly not okay to make fun of stupid people? Was it ever okay? Are 'stupid people ..."

AUTARK SAID: "ok, you know what, not to excuse what United did, but: a) If they really put a Taylor on checked ba ..."

TRODFESEEKER SAID: "If I may answer you, Paul Bowen, > \"Who but a paedophile actively seeks opportunities to share a bed ..."

DV REVOLUTIONARY SAID: "Beautiful, to the point and I bet that song felt great coming out. The band should make two more so ..."

THE HARBINGER SAID: "These hats come from ..."