

HAT

The lid you choose can say many things about your personality. If it's a sports cap or a cowboy hat, it's pretty obvious where you're coming from. The Real Deal hat made from Brazilian cargo-truck tarps says "I can take a beating. With style." Indeed, if you flip over the hat that has traveled from the Amazon to São Paulo, there's a printed notice that the hat shouldn't be taken care of, "it will take care of you," and that "there is nothing you can do to this hat that hasn't been done before." With its rough stitching, patchwork assembly and (apparent) grease stains, no two hats are alike. So if you want to look like Indiana Jones after jumping head first down a garbage disposal, this is the hat for you.

Devotion to actually recycling: High. I stomped up and down on mine and it actually began to look better. It looks better still if you adjust it so it looks like John Wayne's from *Rio Bravo*.

\$29.99, realdealbrazil.com



The Green Mile
On navigating the ever-changing recycling road

WORDS: PAUL ZINNHEAR

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SHOES
There seem to be two kinds of clothing made out of recycled materials that which tries to disguise the fact (faux leather! faux snakeskin!), and that which eagerly embraces it. I prefer the latter, as the former is too much like vegan food that reworks greasy classics into something approaching edible. (Sorry, not with all the tofu in China will you be able to make a healthy Philly steak-and-cheese.) The shoe company that gets things dead right is rightly called Simple. I tried a pair of Simple shoes last year called the Men's Loaf, which were made from bamboo, jute uppers, bamboo lining and a water-based glue. Appearance-wise, they looked like I'd wrapped my feet in an old comfy carpet. In practice they

felt even better. Unfortunately, my feet got so used to the easy slide that they started rejecting any other shoes (who know green could be so possessive!). This year I also road-tested the Men's Ecoz that make good use of organic cotton, hemp and recycled car tires as soles (a trick Mexican huasachos have done for decades). They look close to dapper stylish, but my feet keep wanting back to the Loaf. Ladies should try out the way Funky Women's Tortelli boots, which make good use of crepe, bamboo and wool felt, and look like the linings of your old rubber boots. (Get ready for some double salons.)

Devotion to actually recycling: Extreme. If you buy the flip-flops, you don't even get a shoebox; they come in a biodegradable bag.
Men's Loaf, \$85; Women's Tortelli, \$120; simpleshoes.com

WATER BOTTLES THAT "USE LESS PLASTIC"
Recently, some clever green-heads who manufacture bottled water made a big deal about using less plastic in their water bottles. Never mind that they're also saving water on a product that retails for more per ounce than gasoline. If you happen to be reading this in the USA, or most any other industrialized nation, you should already know that bottled water is far less safe than tap. It may be better to reach for one than a bottle of soda, but beyond that you're not fooling anyone, and that includes Mother Earth. Best bet: We can save billions in plastic junking up landfills by filling up at the tap. Say your water tastes a bit funny? You may have old pipes; just buy a \$16 Brita pitcher filtration system and drink, drink, drink until you start to sport gills.

Devotion to actually recycling: Poor to deceiving. The only green the big bottled water companies care about is the green in your wallet.

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