

Entertainment WEEKLY

“As eco-friendly as it is rugged.”

boingboing
A Directory Of Wonderful Things

“This thing’s just great.”

Reader’s
Digest

“These new (but old) hats keep ultraviolet rays at bay and are virtually indestructible.”

WORLD’S LARGEST POWERBOAT MAGAZINE
BOATING

“BIG SUN PROTECTION (AND) A CASUAL, LIGHT AND COOL-TO-WEAR, WEATHERED-IN LOOK.”

Sunset
LIFE IN THE WEST

“An ecologically genius idea (that’s) also sort of sexy.”

Cinematical

“Really very sexy and badass.”



“The minute you see that (Real Deal hat) on Tallahassee, you buy him. He’s real. And he’s got a real cool hat.”

- Actor Woody Harrelson,
aka Tallahassee in “Zombieland,”
interview, “The Orlando Sentinel,”
Sept. 29, 2009

E!online.®

“Dude, the zombie hat kicks ass.”

- Luke Y. Thompson

geek
MONTHLY

“The Real Deal hat made from Brazilian cargo-truck tarps says, ‘I can take a beating. With style.’”

TATTOO

“YOU’RE DAMN RIGHT
THIS ISN’T JUST ANY HAT.”

ecorazzi
the latest in green gossip

“We likey!”