

RDR WRITEUP,  
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## FASHION STATEMENT

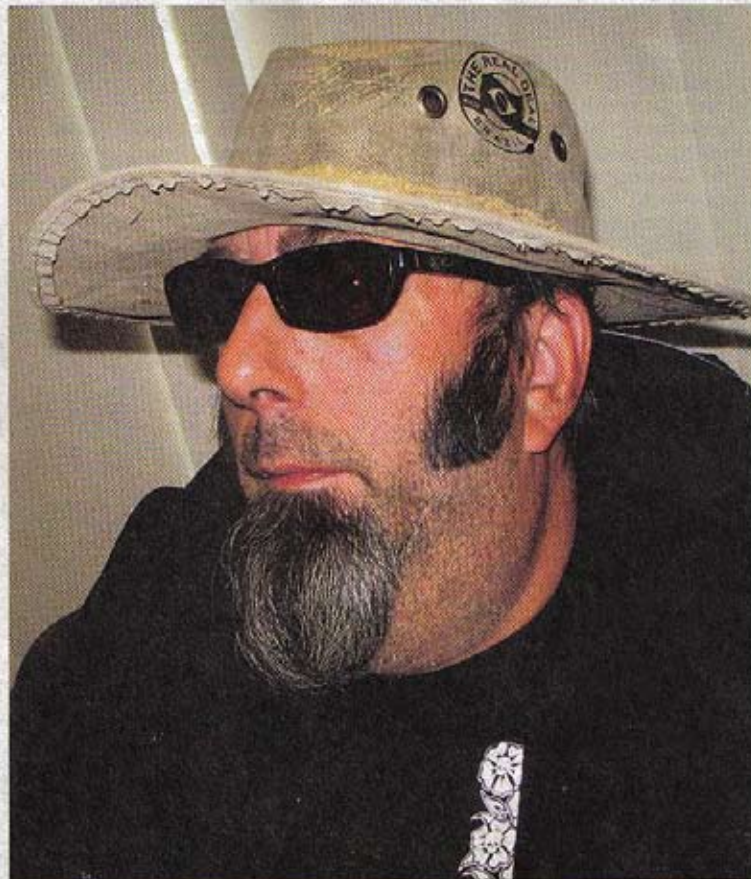
# The Real Deal Brazil

You're damn right this isn't just any hat—ragged, rugged fabric, holes, frays, weird discolorations, jagged-ass stitching, a patch here, ink splotch there, a brim that bends like wire.

So what's the deal? The deal is that it's real. Nearly every bit of this bad boy is recycled from seriously tough stuff. This hat is about as green as something canvas-colored can get. Call it the fashion of authenticity, rough and tumble chic, whatever. This uncommon headgear has been there and done that long before it ever found its way to you. We're talking miles and miles of hot, dusty experience, bub. That tropical sun burning a hole in ya yet?

This new one-of-a-kind sunblocker began its life a half a world away, near the equator, in a blistering Brazilian crossroads town known to locals for its no frills haberdashery—hardcore hat makers, in other words. The fabric comes from protective tarps once stretched across the beds of cross-country cargo trucks hauling open freight from deep in what's left of the Amazon out to the bustling Brazilian coast. That means this hat has weathered harsh salt winds, slogged through deluges of blinding rain, been assaulted by road debris, cooked in scalding heat, possibly even scrawled upon in Portuguese with black ink.

Truck tarps get replaced a lot in equatorial Brazil and that adds up to a lot of trash. The Real Deal hats are a practical way to keep a still-useable resource out of landfills in a place where protecting the environment is critical to everyone on the planet. No rain forests equals no us.



PHOTOGRAPHY BY GIL LUNA, JR.



Tarp scraps don't even get wasted; they're stitched into other Real Deal hats and the Brazilian craftspeople who make these beauties don't mess around. Spikes in the stitching are as sharp as heartbeats on a positive EKG, but for a hat with this much life in it, that only makes sense.

The Real Deal Brazil's bendy brim hides its own uncommon history. The heavy wire used is pulled from abandoned truck tires worn out from barreling along Brazilian byways often barely fit for driving, with whole sections of the road crumbled away and highway pirates (seriously, guys with guns) often in wait.

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