

**So, like,
you're selling
Mad Gringo.**

Thanks, dude. Here's some info.



MAD GRINGO



First off, relax. Mad Gringo is a chill brand.

Here's our story. I normally tell it over drinks with tiny umbrellas in them. Sometimes I exaggerate and include a talking parrot character named Tony, but the story is true.

We all have a Mad Gringo deep down inside.

Mine came out in October 2006. I'd been feeling penned in and stressed out for months—maybe years. So I hopped a plane to Mexico, hoping to find myself—literally and figuratively—on a warm, sandy beach.

Instead, I found someone else.

Here was the man I was not. Deeply tanned. Carefree. Going slow.

I had to know his secret.

We talked over a bottle of tequila. I unloaded my frustration with corporate life. The shallowness. The push for more and more. The feeling of less and less. I got angry explaining my job and life. The traffic. The ties. The stress.

He just smiled and shucked more oysters. He had no secret, he assured me.

So over a second bottle, we just talked. With a warm breeze in our faces, and the sound of crashing waves in the air, talk drifted here and there. People. Places. Love. Loves lost. From the same spot on the beach where we saw the sun drop, we watched it rise again.

That morning, I knew I would return home a changed man. "I'm quitting my job, amigo!" I said. "I'm going to really live. I'm going to go slow. Maybe I'll sell tropical shirts like yours."

"You're mad, gringo," he said, smiling, as he wadded his shirt up for a makeshift pillow.

And right then and there, I named my new company.

Here's the shorter story. Sometimes we put this on posters and point of sale materials. Sometimes I mumble it on subway trains.

WE ALL HAVE A MAD GRINGO DEEP DOWN INSIDE.

He's pissed about the traffic. The stress. The ties you have to wear. He's telling you to chuck it all and go sleep on a beach in Mexico. Or Brazil. Make a compromise. Refuse to be a corporate robot. Wear a tropical shirt now and then. Vow to watch more sunsets. And if you can't go slow, at least go slower. Whatever you do, don't ignore your Mad Gringo. He just might do something crazy.

MAD GRINGO



No, there won't be a quiz on this. Geez.

What part of 'relax' do you not understand? Don't make me come down there with my blender. Just some stuff you might like to know, okay?

When you slip on a Mad Gringo shirt you'll feel the difference right away. Mad Gringo is no doctor, but he irresponsibly guesses your blood pressure lowers a bunch, all your worries escape through the breathable fabric, and 2.38 years are added to the end of your life. Oh, and your stocks go up.

Scientifically formulated to absorb spilled drinks, lobster butter, lime juice.

Mad Gringo clothing goes with just about anything. Anything, that is, except a stressed-out, worried-about-some-spreadsheet attitude.

Roomy cut without feeling too baggy or sloppy.

Patterns created for Mad Gringo. You can't find these shirts anywhere else.

This fabric breeeeeeeeeeeathes. Ideal for hot and humid vacation climates.

Real coconut buttons. Yes, coconut. And yes, real buttons.

Stinky! Quit your whining, it goes away after the first wash. That's good, old-fashioned natural dyes you smell there.

Whether it's a t-shirt, a polo, a tropical shirt, walking shorts or whatever, Mad Gringo clothing is guaranteed to make the wearer feel mellow. Tell your customers to take a walk and feel the amazing restorative properties. If they return wanting their money back, tell them to take a hike.

Our shirts sell themselves. But, well, they sell even better with a little help.

Some dude has accidentally bumped into a rack of our shirts.
He looks confused. That's our target market! Hop into action!

Good opening lines.

Have you met the Mad Gringo?
Looking to go slow?
Watch out for that shirt. It thinks it can karaoke.

Bad opening lines.

Looking for a shirt to distract from that thing on your nose?
Hey, didn't I see you last night on *To Catch a Predator*?

Point out the fine details.

See, buttons.
There's a big hole in the body for a torso to fit through.
Dudes love the care instructions: Wash when dirty. Dry when wet.
Scientifically tested for maximum relaxability and destressification.
Shirt doubles as a makeshift carrying device for up to six cervazas and a bunch of ice.

Compare and contrast.

If Tommy Bahama is a millionaire's mojito,
Mad Gringo is that unopened beer in
yesterday's beach cooler.

Each shirt has a story.

A story you make up on the spot.

Example: This shirt is the reason why there is a
casual Friday on the International Space Station.
(NOTE: Don't use if you're talking to a real astronaut.)

If all else fails, call us.

Seriously. Call 866-417-3860. If we answer
(no guarantees during nap time), we'll do what
we can to convince your customer to purchase a
Mad Gringo shirt. That's how strongly we feel about
our clothing. And how lonely we are sometimes.

Still not in the mood?



Think cool drinks and warm breezes.
Think about sand in your toes.

Pretend you're talking to a parrot named Tony.
And if that doesn't work...

Think about your shift being over.
Pretend you don't have to come to work for a month.
There.

That's the spirit. Go slow, my friend.

And if you ever need a serious injection of Mad Gringo spirit, order 2,000 or more shirts. Mad Gringo will show his appreciation by personally delivering the shirts and staying on that couch in the breakroom for a week or two.



MAD GRINGO

GO SLOW CLOTHING



You'll find Mad Gringo on the Big Island of Omahahu.

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