

BEVZA

for



This project is manifesting a priceless attitude to urban life. We are here to stay conscious in our lifestyle preferences that are based on environmental respect

There here:

1. We vote for a healthy ride. Bicycles. We are protected from rainy weather by a nylon raincoat made of recycled fabric.

2. The culture of traditional social communication. We go to picnics. With a «City holder» blanket which you can use as a scarf.

3. Messages. We can share priceless through messages. Organic cotton t-shirt manifests with a word 'VALID'. True, acting, effective, reasonable. We are valid.

4. Senses, scents. That what makes us conscious valid people. Feelings are priceless and want to feel comfortable at home after a long day in a big city. A scent of home - unisex fragrance - is to bring unique and memorable senses of a living-loving place of ours.

5. Convenience. We take our needed minimums as a card, cell phone, keys in the most comfortable belt bag and our hands are free for bicycle.

6. Styling. Priceless key of self-identification. Having style is being smart. Why don't you go to the library in a classy wool vest?

7. The roots. Share the cultural and historical values by useful visual objects. A handmade Ukrainian sole plate.

8. Self-care. Valid conscious people take care of health. Spend a fall day outdoors in a cozy scarf.

9. DNA. Let the style be your identity. Do it with a "numbers" mono earring.

10. Leadership. The freedom of competitive spirit - leaders help themselves and others to do the right things. Meet a sunrise of a big city and wear a sport costume on your morning run.

11. Activities. While having your family picnic bring some fun with a Frisbee game.