



2022 Brand Deck

be hippy... a grassroots lifestyle brand

Born in the mountains of Colorado in 2014, **be hippy** is a grassroots lifestyle brand focused on kindness and positivity.

It began as a dream and became a lifestyle! We packed our van with t-shirts and hats and hit the road to spread the word. Outdoor events, festivals and concerts where everyone fell in love with **be hippy**.

be hippy / be happy!



products made with love

Featuring both retro and modern graphics, and a variety of 'hip' tag lines, **be hippy** products are designed to appeal to all ages. Our **be hippy** designs come to life on t-shirts, hoodies, hats, jewelry, accessories, stickers, water bottles, pins, coffee mugs, soap — on any product that evokes emotion.



be hippy messaging

be hippy images and slogans convey an attitude and messaging consistent with the **be hippy** brand.

- evoke emotions
- bring smiles
- change an attitude
- improve a situation
- bring hope
- spread positivity
- encourage change
- inspire new ideas
- conjure a sense of peace & love



it's all about the base

be hippy appeals to all cultures with a base audience greatly influenced by music and the outdoors. **be hippy** is everyone, every idea, every song and every belief, as long as it's a positive, kind message that encourages every dream, every hope, confidence, caring, sensitivity and of course, peace and love.



LOVE



let it bloom

What started at the festivals quickly blossomed into 6 Colorado locations plus **behippy.com** with exponential year-over-year growth

- **2 flagship retail stores:** Aspen & Denver
- **4 Denver International Airport kiosks:**
 - **69 million** passengers/year
 - **Over \$500,000 in sales** per kiosk
 - **4000 stickers** per month
- **1% of gross sales goes to support the environment**



Being a member of 1% for the Planet, **be hippy** recognizes that we have a responsibility to our planet, allowing us to work with top organizations that are spearheading positive change in the world.



locations

be hippy flagship store opened in May 2021, in the beautiful foothills outside of Aspen, Colorado.

Bertha, **be hippy**'s custom 1968 VW bus, has retired and now permanently resides in the Aspen store.



next step...

be hippy is traveling beyond its current borders to additional airports, resorts and destinations with new licensees focusing on name dropping for that perfect souvenir...

Legends / Legacy

apparel and novelties

Eye Dye

tie dye apparel

Wolf Manufacturing

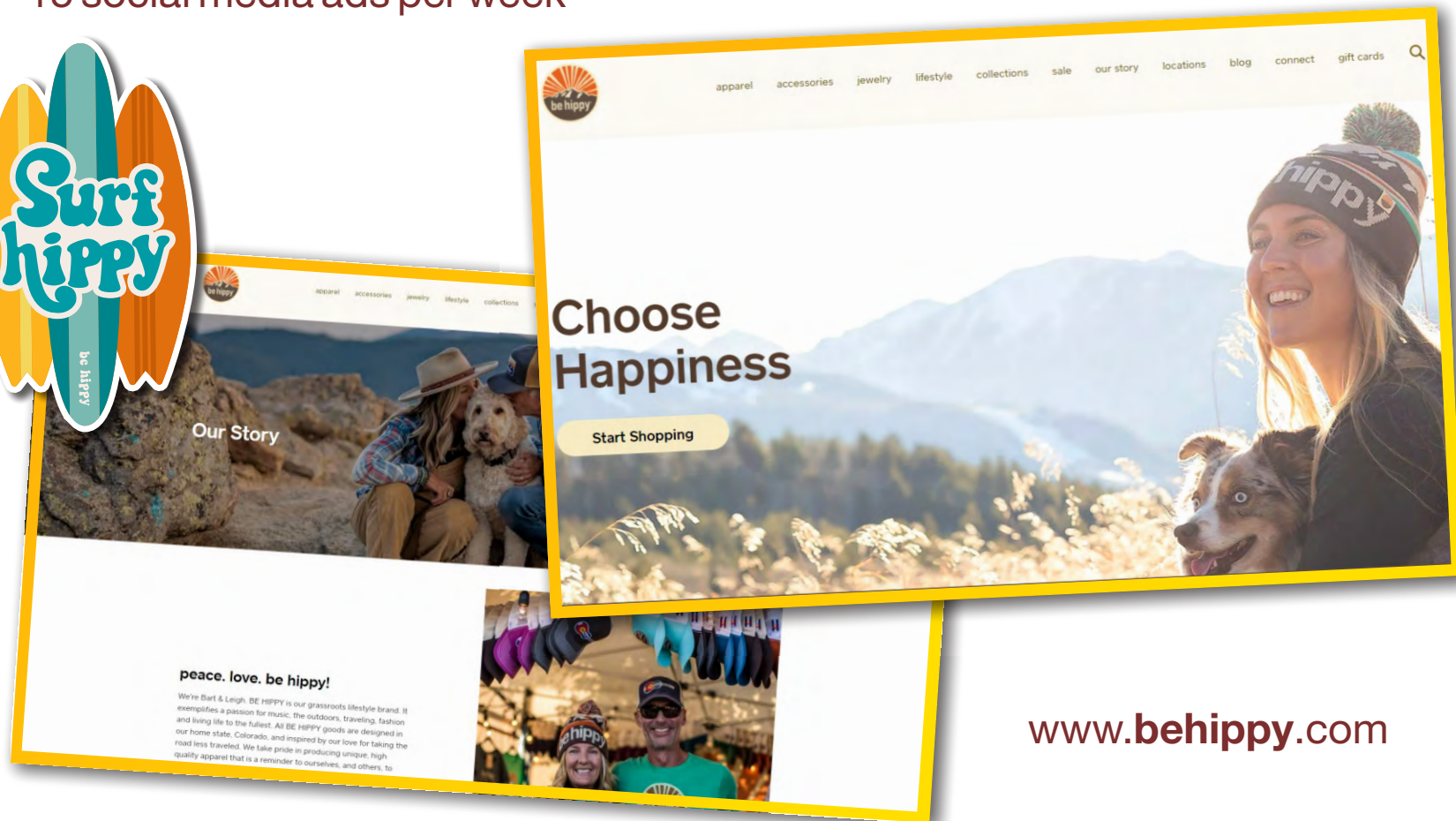
travel pillows & blankets



a site to see

Our fan base is important to us! Our social media reach and our **be hippy** web site are instrumental in helping us expand our product offerings.

- 5.5 million **be hippy** touch points each year
- Posts 7 times per week
- Instagram posts 5 times per week
- 15 social media ads per week

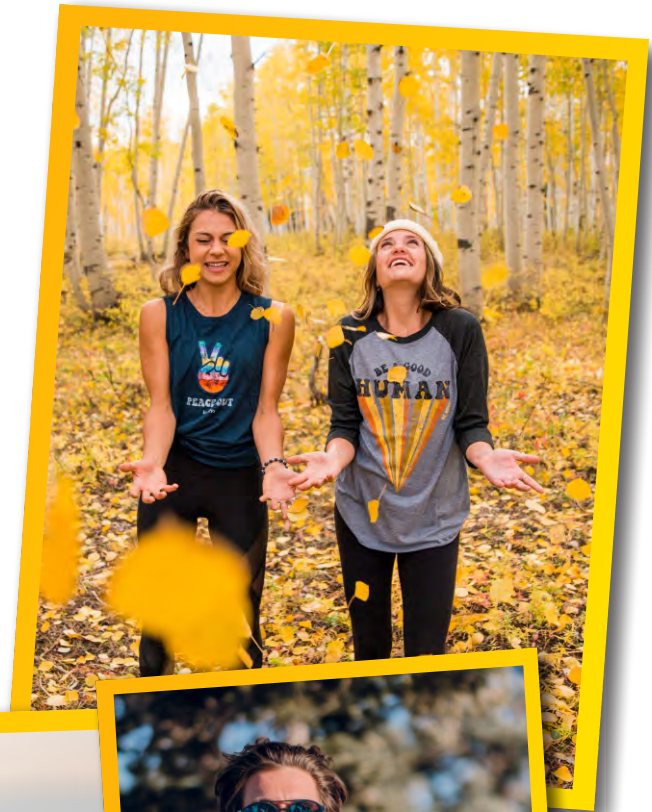


www.behippy.com

be conscious & mindful

be hippy offers limitless ways to cause positive change and impact the world through creative designs and sustainable products with messages of happiness, peace, love, and gratitude.

Our **be hippy** friends care about the planet they live in and leave behind. They are passionate, giving, expressive, adventurous, happy, hippy and fun-loving people of all ages, gender and ethnicities. They invest in products that change the world.



be like-minded

Comparable brands:

Life is good.®



free people

URBAN
OUTFITTERS



BIRKENSTOCK®

OUTERKNOWN
Sustainable Style

YETI
COOLERS


spiritual gangster

patagonia®

 united by blue


TOMS

One for One


prAna®

ANTHROPOLOGIE



hippy together



Licensing Categories available:

- Apparel
- Accessories
- Activewear
- Headwear
- Footwear
- Backpacks, Bags
- Camping Gear
- Yoga Body Wear & Acces.
- Hydration, Mugs, Water Bottles
- Stickers, Pins, Keychains
- Jewelry
- Home Decor
- Bath & Body Products
- Incense, Candles
- CBD



worldly assets



more worldly assets



licensing opportunities

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OPENING DOORS. CLOSING DEALS.

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*with peace and love...
Leigh & Bart*



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