

LOVE YOUR LIFE, LIVE YOUR BEACH...

VIBES



BRAND PROFILE



WHAT IS VIBES?

Beach Vibes is a collection of beach accessories: beach towels, kimonos and bags, all made of **ultra microfiber**. Beach Vibes stands out as it is entirely **designed and manufactured in Italy**, which guarantees its high manufacturing quality.

There are also many advantages in using Vibes: **saving space**, as it is a highly compact product; **save energy** in washing and drying it, thanks to its lightness.

Beach Vibes is conceived and created from the unique style and quality of **Made in Italy**. Communication uses the latest innovations in the sector.

Beach Vibes is a mix of style, quality and trend, it expresses a strong charge of **positive vibration** and for this reason it is having a strong feeling with the public.

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WHO AND HOW MADE IT | BEHIND THE IDEA

I am **Caterina Pancotto**, Manager in the field of Communication and owner of the First Comunicazione Agency (www.firstcomunicazione.it).

I have been managing, creating and experimenting for years successful communication strategies for companies, brands and public figures. Thanks to my experience and knowledge in the world of fashion, in the launch of products and in the creation and management of a brand ...

I created my brand "**Beach Vibes**" so that everything I had learned both as a communication manager and as a motivator was used in one big project: **Vibes!**

I initially developed a line of **beach towels** and then a collection of **kimonos, bags and masks**, entirely made of ultra microfiber, an innovative material, a collection with particular shapes and a trendy design.





OUR PRODUCTS: BEACH TOWELS

A beach towel by Beach Vibes is the **beach towel par excellence**: in fact, **large size** wraps the sunbed completely, **super light, thin, shaped, anti-sand**, so **soft** that its softness to the touch will surprise you.

A very **absorbent** beach towel that wraps your marine emotions and leaves them on the skin, thanks to a particular fabric: the **ultra microfiber**.

These unique features, both technical and stylistic, make the Vibes sheet an unprecedented "must have"! (See the section "**Quality and Technology**")
The beach towels are printed both on the front and on the back and are **shaped**, thus giving each towel a **different graphic and shape**.



FRONT



sagoma
shaped

weight
300gr



BACK

1,90mt

0,90mt





OUR PRODUCTS: KIMONO

Beautiful **kimono** made of **ultra microfiber**, light, super absorbent, ideal for use after a bath or shower.

You can wear it at home, in the gym, in the spa, on the occasion of an aperitif with friends or at the beach.

Very nice, **fashion, slim and easy to carry with you**, being able to be comfortably folded in its matching pochette. Also equipped with a comfortable cup and hair dryer, for a **total star beach look!**
Kimono + cap + pochette: **Weight 350gr - One Size**





OUR PRODUCTS: BAGS

Large bags, printed both inside and out with attractive graphics and bright colors, easily washable.

Ideal for the sea, shopping, gym, swimming pool and leisure time.

Inside you will also find a **tear-proof pocket**. These big bags are a real resource for a fashion woman or a super mom. Essential accessories to complete your **total look!**

Weight: **350gr**



weight
350gr





OUR PRODUCTS. ROUNDED TOWELS

An original **ultra microfiber** round beach towel, printed on both the front and the back. Very **large, light, soft, colorful and social**: in fact, you can invite your friends and have fun with them.

It's a fashion accessory outside the box, from also use for the home as a yoga mat, tablecloth, sofa cover.

FRONT



diameter 1,80mt



BACK





OUR PRODUCTS: MASKS

Mask -filtering for non-professional private personal use, with precautionary purpose-, made of ultra microfiber (70% polyester, 30% polyamide).

It is worn comfortably thanks to a soft elastic band to be hooked behind the ears which allows a practical and safe fixing to the face.



fashion

Product features:

- * **Oeco-Tex certified ultra microfiber face mask;**
- * **Ecofriendly and 100% made in Italy;**
- * **The soft and hypoallergenic surface prevents allergies and skin irritations;**
- * **Protects from harmful particles;**
- * **Reusable and washable;**
- * **Suitable for adults and children;**
- * **Excellent breathability;**
- * **Easy to use and comfortable to wear;**
- * **Washable at 60 degrees with silicone softeners, sun-dryable or tumble dry for 30 minutes, at maximum temperature and reusable 5 minutes.**



comfortable to wear



packaging



washable

NEW!



QUALITY AND TECHNOLOGY

Dive and swim in the water, absorb the **positive charge** and listen to the **vibrations** that leave you on the skin. To welcome you there is Beach Vibes that wraps your **marine emotions** and leaves them on your skin thanks to a particular fabric: **Ultra Microfiber**.



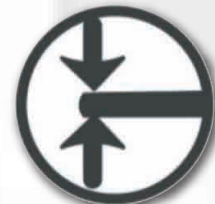
sand repellent



fast drying



super absorbent



super compact



respect the skin



breathable



UV protection



light and transportable



100% recyclable



eco friendly



fashion



smart





SHARE YOUR VIBES AND CUSTOMIZE YOUR FASHION ACCESSORIES

Customize your beach towels, kimonos, bags and masks, with dimensions, colors, shapes and logos!



CUSTOMIZATION



COLOURS



FORMAT DETAILS





PACKAGING AND SHOP WINDOWS



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FAIRS





COMMUNICATION AND PRESS OFFICE

The First Communication Agency provides the company with **all the services and strategies** suitable for a successful brand:

- Social Management
- Influencer / Show Girls / Actresses
- Press office
- Fair Organizations
- Advertising Management
- Realization of fashion shows and events
- Advertising videos & photo shoots

Creation of visual material: postcards, catalogs, exhibitors, brochures, shop signs



Natasha Stefanenko wears Bech Vibes



Maddalena Coryaglia wears Bech Vibes





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