

**Press kit**

***bekeen***

[www.bekeen-thelabel.com](http://www.bekeen-thelabel.com)



# bekeen key facts



Sustainable and stylish sports swimwear made from recycled fishing nets and old plastic bottles

Our philosophy:

Made by swimmers for swimmers

Function doesn't have to follow form to look good

Founded in August 2021 by Celina-Marie Krimpelbein in cooperation with the University of Potsdam

Celina brings over a decade of competitive swimming experience to her company

# About bekeen



We believe in a sustainable world of sports and want to do our part to build it. We protect our oceans and challenge the existing market by making stylish sports swimwear straight from discarded fishing nets and floating plastic. You are wondering what is the difference between knowledge and awareness? It has long been known that the versatile plastic has a catastrophically one-sided negative effect on our seas. The foothills of gigantic plastic whirlpools are washed up on the beaches every day. Recently the awareness of this has emerged in the thoughts and considerations of more and more people. They want to live more consciously and are looking for sustainable and environmentally friendly alternatives to the well-trodden paths in all areas of life. This movement is now finding its way into the world of swimming. Take your marks, bekeen!



# How everything started

Celina, the founder of bekeen, is also one of those people who didn't want to accept the status quo. About a year ago, the Aachen native founded the sustainable swimwear label bekeen with the support of the University of Potsdam. As a former competitive swimmer, she was bothered by the fact that existing sports brands are selling a particularly expensive but lazy compromise when it comes to sustainability. Because established global brands have sustainable lines in their range, but why do they have to look like it? - after that outdated cliché that sustainability is somehow unsexy. On the other hand, existing sustainable fashion startups with beautifully designed swimwear focus almost exclusively on fashion, but not on functionality while swimming. No product could convince Celina in the everyday test and so she decided to take matters into her own hands.

"I used to be in the water up to nine times a week. The wear and tear and consumption of plastic and polluting swimsuits I had at the time is probably hard to imagine," she says. It was already clear to her back then: there must be a way to produce swimsuits that are functional, look good, do not require any newly obtained oil to produce the plastics. At the same time they had to help to rid the world's oceans of floating plastic. And the possibility is there. In her search for a cooperation partner for the production of the swimsuits, she found what she was looking for in Bali. Indonesia in particular is suffering extremely from the negative consequences of the ever-growing increase in plastic consumption worldwide. Against this background, the island has developed into a specialized location for the production of sustainable swimwear. Celina is happy to support the industry and workers in Bali with her startup.



# Two sustainable fabrics



bekeen uses two special materials for its products. One made with ECONYL® regenerated nylon, this yarn is made from nylon waste otherwise polluting the earth, like fishing nets, fabric scraps, carpet flooring, and industrial plastic. The other one is Repreve made from recycled plastic bottles. Both are elastic, chlorine-resistant and fit well.

Part of the environmental problems thus become fashion and a contribution to environmental protection.

# Made by swimmers - for swimmers



bekeen proves with its stylish swimsuits that function doesn't have to follow form to look good. Celina brings over a decade of swimming experience to her business. "I trained up to 20 hours a week and spent countless hours competing. I know exactly where a swimsuit tends to pinch, where the fabric tends to slip away and where the typical problem areas are." That's her motto: bekeen is made by swimmers for swimmers. The first collection is called oceanborn. Origin is destiny. Because the origin of the swimsuits lies in the element for which they are intended: water.

# Get in touch:



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