



Be52

Be52<sup>®</sup>  
BRAND PRESENCE

# Be52<sup>®</sup> SUMMARY

## BRAND PRESENCE

- 3 About
- 4 Competition mapping
- 5 Social Media Coverage

## FLAGSHIP PRODUCTS

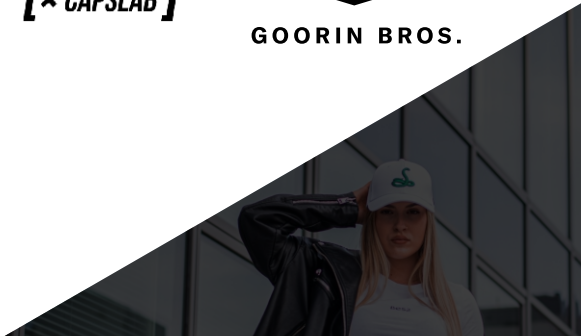
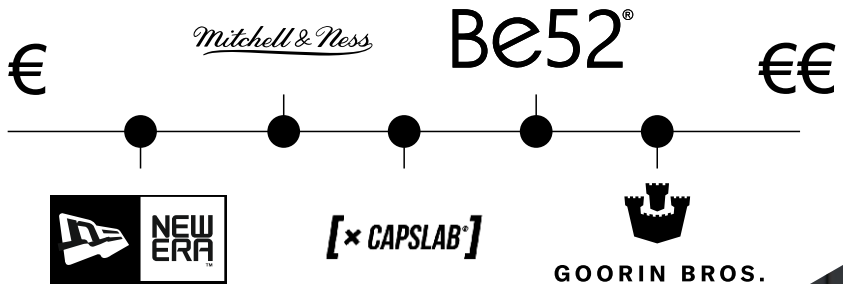
- 7 Caps
- 12 Apparel
- 15 Swimwear & Eyewear

## About Be52®


Be52 is a European fashion brand focused on caps.

Caps are our passion and a reflection of your unique style. At Be52, we believe that fashion should be more than just clothing. It's a means of expressing your personality and feeling confident. Every detail of our caps is carefully crafted to provide you with the perfect wearing experience. We're here for those who aren't afraid to express their originality and create their own fashion story.

# Competition mapping: Caps Segment



# Social Media Coverage

 @be52official



be52official

Edit profile

Ad tools



170 posts

73K followers

1,892 following

Be52®  
Clothing (Brand)  
| Born in Europe |  
Authentic lifestyle brand.  
Enjoy #Be52lifestyle  
[www.be52.eu](http://www.be52.eu)



PLAYERS



LOOKS



STORIES



SUMMER



FW21



PLAYERS



New

 POSTS

 REELS

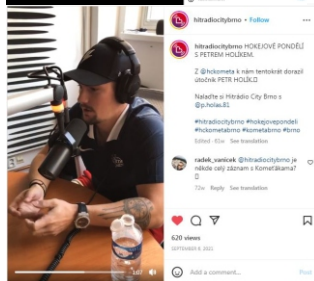
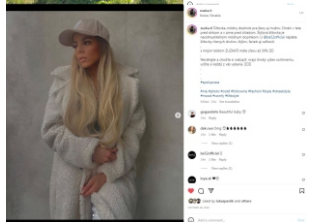
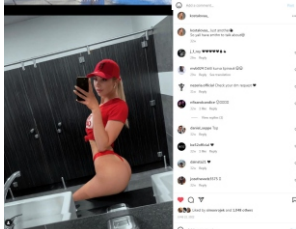
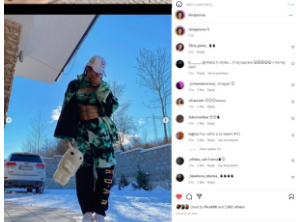
 SAVED

 TAGGED



# Social Media Coverage

Organic Posts  
Influencers and athletes

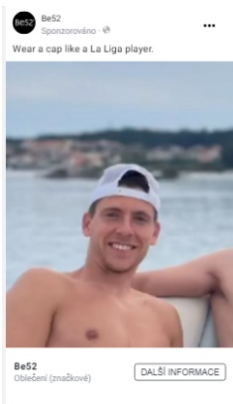


# Social Media Coverage

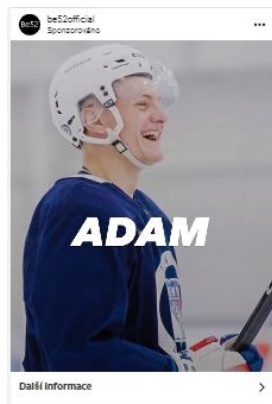
Vendor campaigns  
Influencers and athletes



**Petr Holík**  
Hockey player  
National team



**Jose Fontán**  
Football player  
La Liga



**Adam Sykora**  
Hockey player  
NHL

Be52<sup>®</sup>  
PREMIUM  
series caps





# Be52<sup>®</sup>

PREMIUM  
series caps



# Be52<sup>®</sup>

PREMIUM  
series caps



- 🔍 Flagship product
- 🔍 Soft mesh for a comfortable fit
- 🔍 Adjustable size with plastic strap
- 🔍 Round visor for a respectable look on any head shape

# SELECTION OF OTHER CAP MODELS

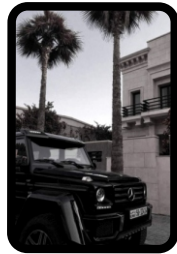




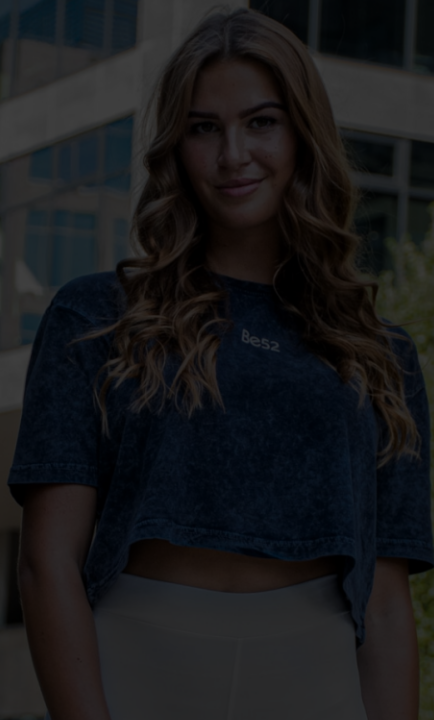
Find all caps at: [www.be52.eu](http://www.be52.eu)



# New launch in autumn 2023



# APPAREL



## Men's tees



## Women's tees



## Crop tees



Find all tees at: [www.be52.eu](http://www.be52.eu)





# HOODIES



- ✔ Very thick fabric that does not wrinkle and keeps warm
- ✔ Long life of the sweatshirt
- ✔ 100% cotton (460 g/m<sup>2</sup>)
- ✔ Oversized cut

Find all tees at: [www.be52.eu](http://www.be52.eu)





**SWIMWEAR & EYEWEAR**

Find all at: [www.be52.eu](http://www.be52.eu)



[www.be52.eu](http://www.be52.eu)