



BEE  UNIQUE

MORE THAN JUST FASHION

EL MÉDANO
ARONA EN COLORES
special

editorial

SUSTAINABLE
FASHION

7/26

OPEN THOUGHTS

We live in a time when fashion makes headlines every day. Yet when it comes to sustainability, circular economy, reuse, responsible production, or conscious consumption, the silence is still far too loud.

That is why OPEN THOUGHTS was born.

This is not intended to be a space for accusations or controversy, but for reflection. A place to ask questions, share experiences, and open conversations that perhaps deserve far more attention from both the media and our institutions.

Because **sustainable fashion** is no longer a trend. It is a growing reality in Spain, across Europe, and around the world, driven by thousands of small businesses, designers, artisans, associations, and citizens who work every day with limited resources but immense determination.

People who prove that another way of creating, producing, and consuming is possible.

Living in Tenerife has taught me that great transformations often begin in small ways. They start with an idea, a conversation, a garment given a second life, a different purchasing decision, or a person **who chooses not to look away.**

This page hopes to become exactly that: a meeting point and, when necessary, a place for respectful disagreement too.

Here there will be room for different opinions, challenging questions, inspiring initiatives, projects, research, and experiences that can help us better understand the present and build a more responsible future.

I do not have all the answers. Nor do I wish to.
That is why this space belongs to you as well.

If you know of a project that deserves to be shared, a local initiative, a piece of research, a good practice, or if you simply wish to contribute a thought or reflection, this page is open to listening. Because the best ideas are born when we stop talking only to ourselves and start listening to one another.

Welcome to OPEN THOUGHTS. The conversation starts today.

El Médano

July 2026

EL Médano located in Tenerife south, compared to the tourist hotspots of Los Cristianos and Las Américas, El Médano is more quite, with a sophisticated tourist infrastructure that leaves nothing to be desired.

Numerous beach walks and romantic sunsets on the expansive beaches allow visitors to unwind and immerse themselves in nature. It becomes clear that El Médano has retained its original charm.



MANY MORE MODELS
AWAITS FOR YOU IN OUR
STORE!

NOW AVAILABLE,
visit us!

Las Galletas
calle Candida Peña Bello 10

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290909-
HACERRO



trend



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SER
STIMULABLE
SER

Chic

Hand Made

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Boho

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FlyStyle TENERIFE

Welcome to the future of fashion!

*It's time to redefine our relationship with clothing.
FlyStyleTenerife, created with recycled materials and
unique pieces, wants to change the rules of the game.*

*Join us on the journey towards sustainable style and
limitless uniqueness.*



*click on images
to see more
models!*

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*Click on the
images to see
more models!*

Discover the NEW product by
FlyStyleTenerife:

♥ MIX and MATCH ♥

A new fashion concept that
celebrates uniqueness
and sustainability.

A simple and unique way to
personalize your garments.

CUSTOMIZE an item from our
MIX and MATCH section or bring
one from home. We have a varied
selection of unique designs
waiting for you!.



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SI PUEDES
SOÑARLO...



*Click on the image to
see more models!*

Arona en Colores

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LA VIDA (NO) SE MIDE POR LAS VECES QUE
RESPIRAS, SINO POR LOS MOMENTOS QUE TE DEJAN
SIN ALIENTO!



*Click on the image to
see more models!*

Arona en Colores

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MORE THAN JUST FASHION

*Click on the image to
see more models!*

Arona en Colores



Arona en Colores

13-06-2026



Five Rules
BEE KIND
BEE HUMBLE
BEE POSITIVE
BEE PERSISTENT
BEE GRATEFUL
BEE HAPPY
Bee You

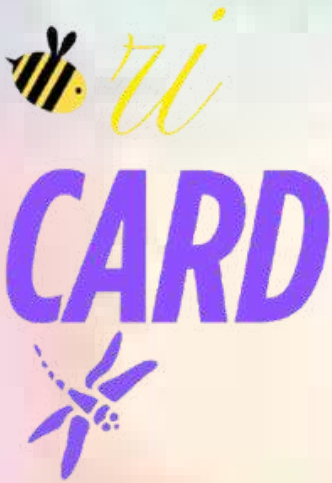


Happy customers

Click on the images to see more models!




FlyStyle
TENERIFE



New design

The riCard is back!

♻️ The most sustainable card where your forgotten CLOTHES become a DISCOUNT in our store!

For every 10 items in GOOD CONDITION that you bring us and we can REUSE, you can get a 10% discount 🤍😎

Turn your old clothes into new discounts! Help the planet and refresh your wardrobe in a smart and sustainable way.



¡Transforma tus prendas viejas en nuevos descuentos! Ayuda al planeta y renueva tu guardarropa de forma inteligente.

Transform your old clothes into new discounts! Help the planet and renew your wardrobe intelligently.



NEW

Designs



More designs coming soon!!



Click on the images
to see more models!

18th July
XXVIII Las Galletas
Festival - Memories

25th July
Hermanos Guedes
Live Music, Las
Galletas

25th July -
Volkstanzgruppe
Glasing - Austria
Folklor- Las
Galletas

8th August
- URBAN CROSS,
Valle San Lorenzo

upcoming
EVENTS

LABORY

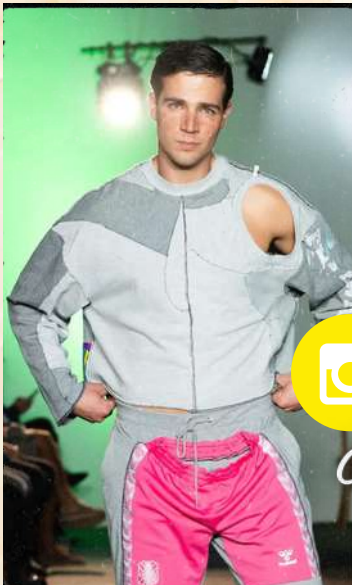
*Tenerife Designer Transforms
Tourism Waste into Sustainable
Fashion Activism*

*Tenerife-based designer Juan Labory
is challenging the environmental
impact of fast fashion by upcycling
discarded tourism industry waste
into sustainable clothing as a form
of social activism.*

*The textile industry is under fire for
its massive environmental impact,
ranking among the world's most
polluting sectors. In response,
Tenerife-based designer Juan Labory
has transformed his studio in La
Laguna into a hub for activism and
sustainability.*



*His work goes beyond simple commerce;
it challenges the current tourism-driven
consumption model through
"upcycling"—a process that repurposes
waste into high-quality items without
changing their chemical makeup.
Located on San Agustín Street, Labory's
studio functions as both a shop and a
tailoring space.*



@laborylab

*Click on the images to
see more models!*



LABORY

He sources discarded materials from the tourism industry, such as hotel towels, and turns them into new clothing. This creates an ironic cycle: waste left behind by tourists is transformed into designer pieces, which are then purchased by that same demographic. It is a way of turning trash into a political statement.

Labory, who studied in Berlin and worked in styling and advertising in Madrid, developed his focus on social awareness during his time in Germany.



He is now looking for alternatives to the instability and wastefulness of "fast fashion." Rather than sticking to traditional fashion circuits, he views his work as a teaching tool, aiming to bring his message into schools and museums.

This project highlights a growing shift in design: the idea that fashion should be a vehicle for social change. By weaving activism into his business model, Labory forces consumers to consider the true cost and origin of what they buy. His work in Tenerife serves as a powerful example of how sustainability can move from an abstract concept to the core of a creative, forward-thinking business that pushes for real systemic change.



LABORY 



@laborylab
laboryshop.com

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Style

SUSTAINABLE FASHION

Changing the Rules of the Game

For years, the conversation around sustainable fashion has revolved around better materials, recycling technologies and greener production. These are important steps, and Europe is finally moving in the right direction.

The EU Strategy for Sustainable and Circular Textiles, the Ecodesign for Sustainable Products Regulation (ESPR), new Extended Producer Responsibility (EPR) rules for textiles and the gradual introduction of Digital Product Passports are redefining how garments will be designed, produced, traced and recycled. Since 2025, EU Member States have also been required to establish separate collection systems for textile waste, marking an important shift towards a circular economy.

But there is one uncomfortable question that still receives far too little attention.

What if the real solution is simply to produce less?

The fashion industry has become incredibly efficient at making clothes. It has become far less capable of asking whether those clothes are actually needed. Social media has transformed fashion from a seasonal language of personal expression into an endless stream of micro-trends. New collections appear every week, influencers encourage constant consumption, and algorithms reward novelty over longevity.

The result is a purchasing cycle driven less by necessity than by the fear of missing out.

Many fast-fashion garments are not designed to stay in our wardrobes for years. Research suggests that clothing today is worn significantly fewer times than it was just fifteen years ago, while millions of tonnes of textiles are discarded across Europe every year.



The European Commission estimates that Europeans throw away around 5 million tonnes of clothing annually—about 12 kg per person—and that only 1% of textiles are recycled back into new clothing. It is often said that a fast-fashion purchase has an emotional lifespan of only a couple of weeks before being replaced by the next trend. While this varies from person to person, consumer behaviour clearly shows that many garments are bought impulsively, worn only a handful of times and quickly forgotten.

The problem is not simply poor quality; it is a culture that has normalised disposability.

The encouraging news is that legislation is beginning to catch up. Better product design, greater transparency, producer responsibility and stronger recycling systems are all necessary. They will make the industry more accountable. Yet no regulation can compensate for unchecked overproduction.



SUSTAINABLE FASHION

A perfectly recyclable garment still consumes energy, water, raw materials and transport before it reaches a wardrobe. Recycling itself requires resources and cannot recover everything that has already been lost. Circularity is essential, but it should never become an excuse to continue producing endless quantities of clothing. Perhaps this is where the media also has a responsibility. Sustainability stories often celebrate innovative fabrics, recycling initiatives or carbon-neutral collections—important achievements that deserve visibility. But the simplest and most effective message is often the least fashionable to tell: buying fewer clothes is not a sacrifice. It is a conscious choice.

The future of fashion will not be built only through better technology or stricter legislation. It will depend on a cultural shift. On rediscovering the value of craftsmanship, individuality and garments that deserve to stay with us for years rather than days. Real sustainability begins long before recycling.

It begins the moment we decide that not every trend deserves a new garment.

[click here](#)



[click here](#)





**¿Te gustaría ver tu
marca en nuestra
revista?**

**Want to see
your brand on our
magazine?**

beeuniquetenerife@gmail.com



*You're
Invited!*

BEE ... A MODEL!

Do you want to join our "hall of fame" and see yourself on our website and on the pages of our BeeMagazine?

Who knows, sooner or later we'll even have a competition...

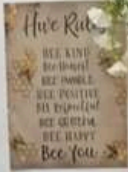
Our "models" are not skinny, perfect, haughty... they are REAL women like YOU!

Send us a photo of yourself, obviously with a BeeUnique OUTFIT, and that's it!

beeuniquetenerife@gmail.com

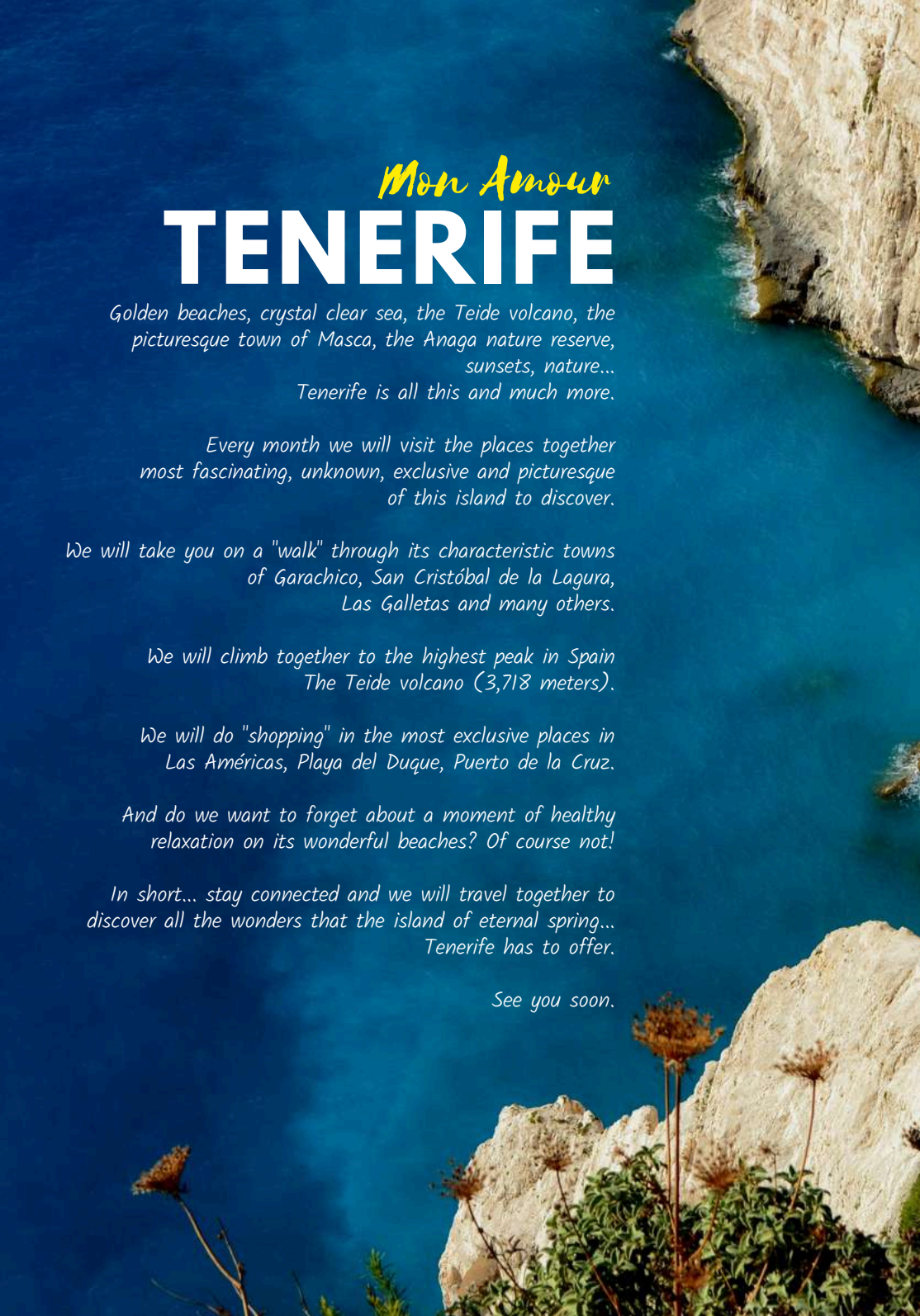
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**HAPPY
CUSTOMER**

*She loves to wear
special clothes.
She wears Boho
dress.
It's ...
BOHOSTYLE
LOVE!*



Mon Amour **TENERIFE**

*Golden beaches, crystal clear sea, the Teide volcano, the
picturesque town of Masca, the Anaga nature reserve,
sunsets, nature...*

Tenerife is all this and much more.

*Every month we will visit the places together
most fascinating, unknown, exclusive and picturesque
of this island to discover.*

*We will take you on a "walk" through its characteristic towns
of Garachico, San Cristóbal de la Laguna,
Las Galletas and many others.*

*We will climb together to the highest peak in Spain
The Teide volcano (3,718 meters).*

*We will do "shopping" in the most exclusive places in
Las Américas, Playa del Duque, Puerto de la Cruz.*

*And do we want to forget about a moment of healthy
relaxation on its wonderful beaches? Of course not!*

*In short... stay connected and we will travel together to
discover all the wonders that the island of eternal spring...
Tenerife has to offer.*

See you soon.

El Medano

El Médano's beautiful, expansive beach, Playa de Médano, also known as Playa de Leocadie Machade, is a haven for divers and snorkelers. Diving schools, offering courses for beginners and advanced divers, are very popular with vacationers. Experienced divers with certification can explore the vibrant, colorful, and exciting underwater world on numerous diving excursions. Spectacular, unique dive sites await discovery.

Those who wish to enjoy the beautiful scenery, the view of the many colorful sails dancing in the sky, and the deep blue Atlantic Ocean can take a stroll along Playa El Médano, west of El Médano. The beach stretches for three kilometers from the harbor to the pyramid-shaped, red cinder cone, the 171-meter-high Montana Roja. What makes this beach so special is not only that it's the longest natural beach in Tenerife, but also that it's neither the typical black sand nor golden yellow. Instead, it shimmers silver in the sun. This natural spectacle is thanks to the constant winds along the El Médano coast, which have blown light-colored sand from the Sahara to the shore, where it has gradually blended with the fine black sand of El Médano. Those who enjoy naturism will love the beach behind Montana Roja, directly adjacent to Playa El Médano. There you'll find a light-sand naturist beach, Playa de la Tejita.

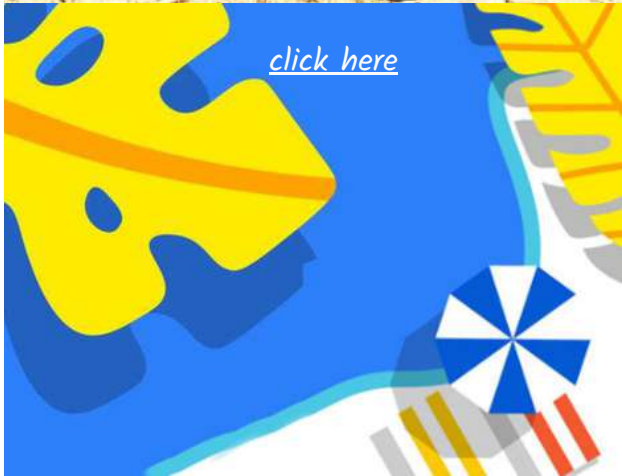
Sansofé 2026

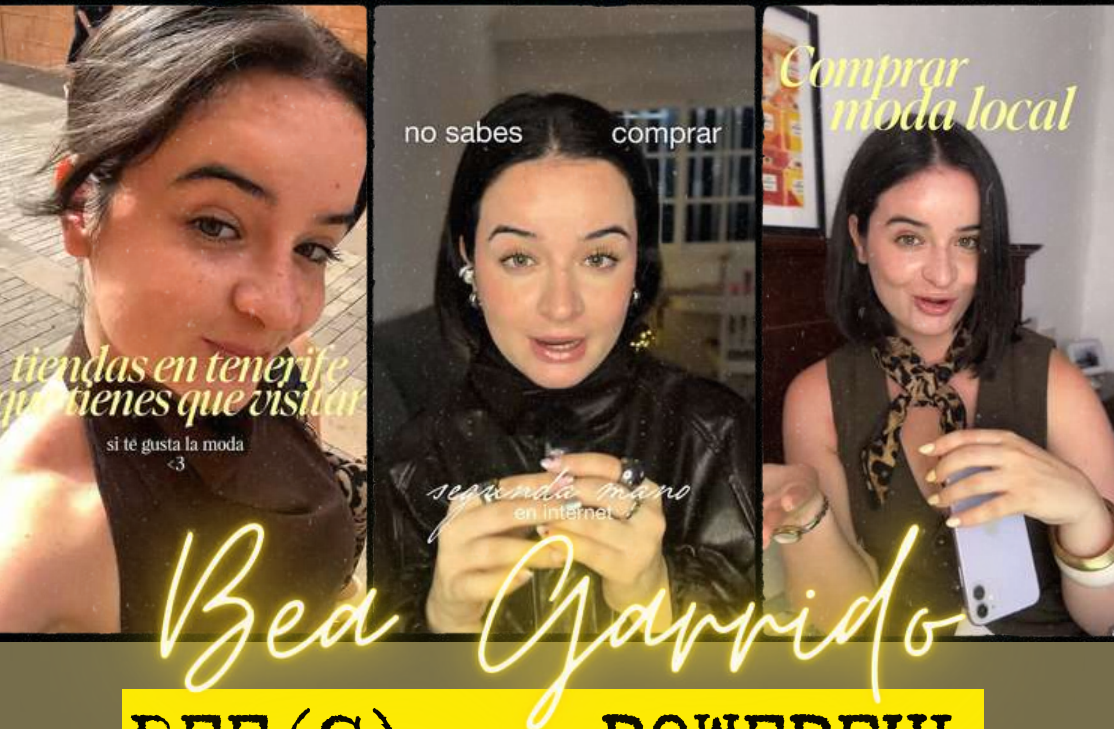
The cultural summer in southern Tenerife offers sports and music activities, open-air cinema, festivals, workshops, open-air dances, traditions and surprises in the towns of El Médano and Los Abrigos during the summer of 2026

[click here](#)



[click here](#)





Bea Garrido

BEE(S) ... POWERFUL

Bea Garrido, a fashion influencer from Tenerife (@beagarrido), has sparked a debate on social media about the state of local businesses in San Cristóbal de La Laguna and the role younger generations play in this phenomenon across Tenerife.

Her reflection, shared with her large following, focuses not only on institutions and tourism but also on the everyday habits of consumers. The content creator argues that her own generation, millennials, is among the biggest consumer groups today, and that these consumption patterns directly influence the success or decline of local businesses.

"It's okay to admit we're hypocritical," she says, emphasizing that economic factors are often decisive when it comes to purchasing decisions. For this reason, Garrido calls for a more active role from public institutions. She believes it is crucial to provide meaningful support to small businesses through workshops, events, and training programs that help them adapt to the digital landscape and connect with younger audiences.

"That's where institutional support should come in," she insists.



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