BEE UNIQUE

MORE THAN JUST FASHION

GÜÍMAR
special

Editorial

COSTA ADEJE FASHION BEACH

Sustainable news

WHEN "SUSTAINABLE" IS... NOT ENOUGH

10/26

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OPEN THOUGHTS

BEYOND THE LABEL

There is something that concerns us when we look at the way sustainability is being discussed in fashion. The word itself has become so common that sometimes it seems almost meaningless.

"Sustainable collection." "Conscious fashion." "Eco-friendly materials."

But what happens when we look beyond the label?

A garment can be made with recycled fibres and still be part of a system based on producing enormous quantities of clothing. A brand can launch a sustainable collection while continuing to encourage constant consumption.

This is not about pointing fingers.

The fashion industry is complex, and many brands are genuinely trying to change. New materials, better production methods and greater transparency are important steps.

But we believe there is a bigger question that deserves to be asked.

Can a fashion business truly call itself sustainable if its success still depends on producing more and selling more?

Perhaps this is the conversation we need to have. Because sustainability should not be reduced to the material used to make a garment. It should include how much is produced, how long it is designed to last, what happens when it is no longer wanted, and whether we really needed to produce it in the first place.

We believe there is a difference between making fashion look sustainable and making fashion more sustainable.

The first is communication. The second requires change.

And change is rarely convenient. It means producing differently. Thinking differently. Sometimes producing less. It means giving value to what already exists and understanding that a garment does not become less important simply because it is not new.

We don't have all the answers.

But perhaps a responsible fashion Magazine doesn't need to have them.

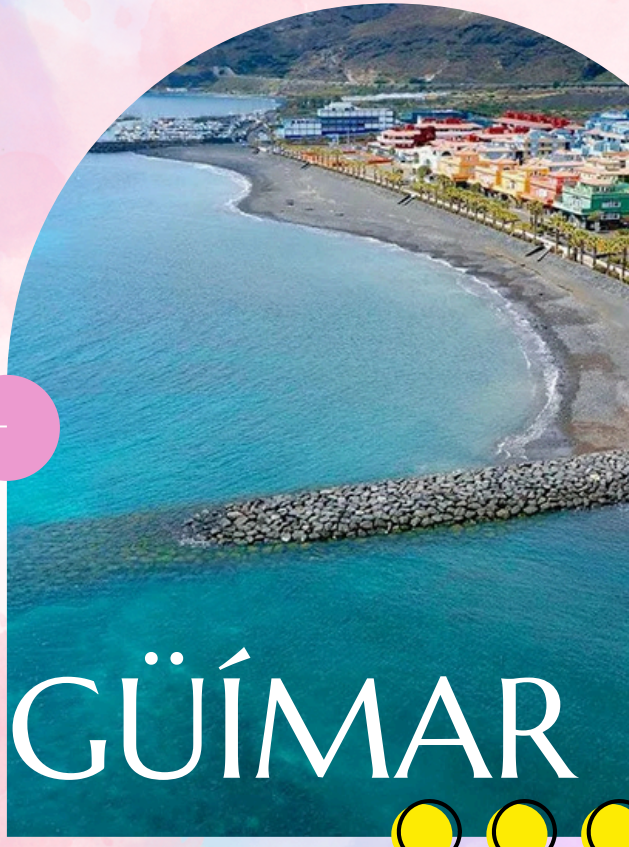
Perhaps its job is to keep asking the questions.

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Güímar

October 2026

Güímar is one of Tenerife's most historic, beautiful valley towns, combining traditional Canarian heritage with agricultural landscapes, majestic ravines, and a mystical archaeological park. Its unique step pyramids, picturesque chapels, and peaceful atmosphere make it a perfect destination for visitors throughout the year. A stroll along the scenic volcanic pathways leads to breathtaking mountain views and the famous local plaza ... (see page 22)





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NOW AVAIABLE,
visit us!

Las Galletas
calle Candida Peña Bello 10


POR LAS VECES
POR LOS MOMENTOS QUE TE
SIN AVISO
SI PUEDES
SOÑARLO
Tenerife
mama
FlyStyle
PIECES UNIQUES
FAITES À LA MAIN
PIEZAS UNICAS
HECHAS
A MANO
FlyStyle
UNIQUE
HANDMADE
PIECES
PEZZI UNICI
FATTI A MANO
BROOKLYN
914
trend


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Chic

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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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Mix&Match

by FlyStyleTenerife

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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Happy customers
Click on the images to see more models!
FlyStyle
TENERIFE
DMI 14C | BeeUnique

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riCARD



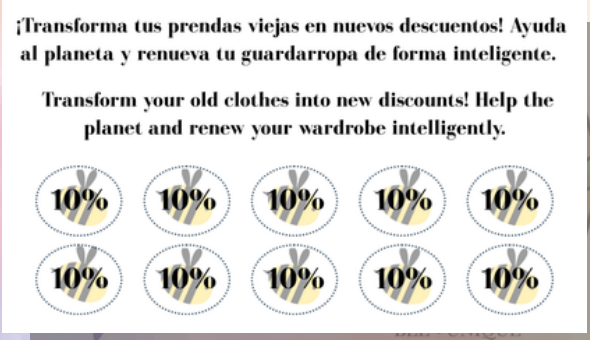
New design

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.





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NEW Designs





More designs coming soon!!





Click on the images to see more models!


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Oct. 3rd
EL SAUZAL
REBROTE CONCERT
Oct. 10th
ELROW FEST
https://farra.world/elrow/
Oct. 11th
LE NOZZE DI FIGARO
_Auditorio Santa Cruz
Oct. 23rd/24th
PEÑON FEST
https://
www.tenerifepenonfest.es/
upcoming
EVENTS


TENERIFE
IX EDICIÓN
FASHION BEACH
COSTA ADEJE
21-27 SEP.
Ayuntamiento de Adeje
MODA
COSTA ADEJE
tenerife despierta emociones
RECINTO FERIAL TENERIFE
CANARIAS
proexca
SPONSOR OFICIAL:
dejelimpio
THE DUKE SHOPS
mynd ADEJE
ATLANTIC HOLIDAY
mó
ELIXIR
MEDIA PARNERS:
tve
Livin

COSTA ADEJE FASHION BEACH

Coastal Elegance: Costa Adeje Brings Avant-Garde Design to Tenerife's Unique Ocean Backdrop

From September 21 to 27, Costa Adeje became the setting for another edition of the Tenerife Fashion Beach Costa Adeje, bringing together fashion, creativity and the unique landscape of Tenerife. Over the course of the week, the event created a meeting point for designers, models, professionals and fashion lovers, with a programme extending beyond the catwalk to include presentations, activities, talks and opportunities to discover the work of Canarian creators. The week also created space for conversations about creativity, sustainability and the future of fashion across the islands today.

For local designers and emerging talent, Tenerife Fashion Beach Costa Adeje represents an important platform for visibility and connection. The event offers a space where established names and new voices can share their work with audiences, industry professionals and visitors from outside the islands. More than a showcase for new collections, it has become an opportunity to celebrate the creativity that exists in the Canary Islands and to underline the growing role of fashion within the region's cultural and creative landscape.



The choice of setting is also an essential part of the event's identity. Taking place in Costa Adeje, with the Atlantic Ocean as its backdrop, Tenerife Fashion Beach creates a natural connection between fashion, the island and its landscape. The beach becomes more than a location for the runway: it provides a distinctive setting that reflects the character of the Canary Islands and gives each presentation its own atmosphere. For designers, presenting their work in this environment means connecting their collections with one of Tenerife's most recognisable destinations, while showing how fashion, creativity and tourism can come together in a unique island setting.

COSTA ADEJE FASHION BEACH



The Tenerife Fashion Beach Costa Adeje successfully hosted its VII Foro de la Moda, a vital intellectual hub for the textile sector. Held at the rooftop of the Hotel MYND Adeje, this edition centered on "Fashion and Identity: Challenges of Author Fashion in the Era of Fast Fashion". An esteemed panel of experts and designers debated how independent brands can maintain an authentic identity against aggressive mass-production. The informal debate provided Canary Island creators with clear, actionable strategies to scale their businesses sustainably.



The Duke Shops commercial center transformed into a lively open-air exhibition space for The Market, a hub celebrating local craftsmanship. Integrated into the festival's weekend program, this event offered accessory and swimwear designers a direct-to-consumer platform in Costa Adeje's prime tourist area. Open free to the public, the morning marketplace allowed tourists and residents to buy handmade jewelry and regional beachwear. This initiative successfully boosted the commercial visibility of local entrepreneurs within high-end coastal tourism.



The Centro de Desarrollo Turístico de Costa Adeje launched the festival’s educational pillar with its intensive Taller de Creación. Spanning three days, this hands-on workshop focused heavily on technical pattern-making and sustainability within the beachwear industry. Led by local brands Waiola Wear and Pendientera, the seminar taught aspiring entrepreneurs how to select eco-friendly fabrics and implement zero-waste cutting. The workshop successfully addressed the regional demand for self-employment options in green textiles.

COSTA ADEJE FASHION BEACH

Looking ahead, the successful conclusion of the event reinforces the lasting impact of Tenerife Fashion Beach Costa Adeje on the local and international stage. By successfully merging contemporary design with a strong commitment to environmental responsibility, the festival sets a new standard for sustainable fashion events in coastal regions. It proves that the future of the industry relies not only on aesthetic innovation but also on protecting the natural resources that inspire these creators. The conversations started during this week will continue to shape how the region approaches textile production and eco-conscious tourism in the coming years.



Ultimately, Tenerife Fashion Beach Costa Adeje leaves behind a legacy of collaboration, economic growth, and cultural pride for the entire archipelago. It cements Costa Adeje's position as a forward-thinking destination where creative talent, commercial strategy, and environmental awareness live in perfect harmony. As the curtains fall on this edition, the event leaves a clear message: Canarian fashion is ready to face global challenges without losing its unique identity. It leaves both residents and international visitors looking forward to the next chapters of this inspiring fashion journey.

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OCT
23
2026



FlyStyle Tenerife will take the sustainable runway with the collection:

NEGRO ATLÁNTICO



2ND SUSTAINABLE FASHION DAY TENERIFE

MAIT – MUSEO DE ARTESANÍA IBEROAMERICANA DE TENERIFE
LA OROTAVA, TENERIFE


Style

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SUSTAINABLE FASHION

WHEN "SUSTAINABLE" IS NOT ENOUGH



There is a word that has become almost unavoidable in fashion. Sustainable.
You see it on websites, labels, shop windows, social media and advertising campaigns. It appears next to words such as conscious, responsible, eco, green and better for the planet. And perhaps this is a good thing. Sustainability should be part of the conversation.
But there is a problem when a word becomes so widely used that we stop asking what it actually means. Because a collection made with recycled polyester does not automatically make a fashion brand sustainable. Neither does a cotton T-shirt labelled "conscious" if the same company continues to produce enormous volumes of clothing, launch new products constantly and encourage consumers to buy more than they need.
Sustainability cannot be measured by one green label.
It has to be measured by the whole story.

How much is produced?
How long will the garment last?
Where was it made?
What materials were used?
Can it be repaired?

What happens when nobody wants it anymore?

And perhaps the most uncomfortable question of all:

Does the brands really need to produce so much?

This is the grey area where greenwashing can begin.



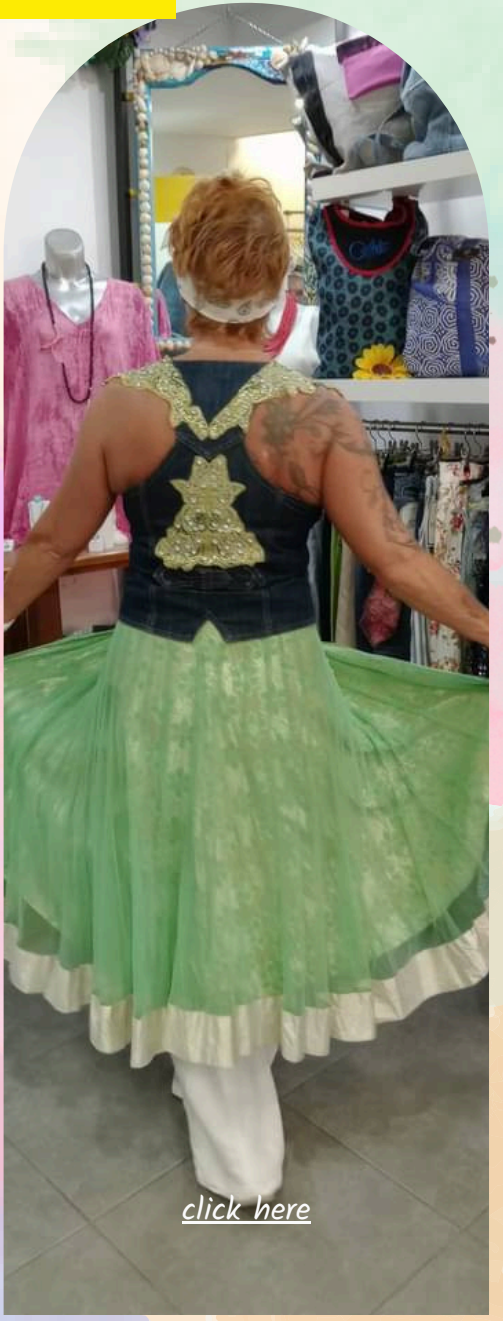
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SUSTAINABLE FASHION

WHEN "SUSTAINABLE" IS NOT ENOUGH

The European Commission estimates that 53% of environmental claims made by companies are vague, misleading or unfounded, while 40% lack supporting evidence. A European screening of online sustainability claims also found that in 57.5% of cases, companies did not provide enough information for authorities to properly assess the accuracy of their claims.
These are not small numbers.
And Europe is responding. The new EU rules on empowering consumers for the green transition will, from 27 September 2026, restrict generic environmental claims and misleading sustainability labels, requiring businesses to provide much clearer and more reliable information.
This matters because consumers should not have to become environmental scientists before buying a T-shirt.
But there is another side to the story.

Here in Tenerife, the conversation is becoming increasingly real. The Cabildo has created ***Tenerife Moda Sostenible****, a programme designed to strengthen the island's textile and recycling sector and promote reuse, second-hand clothing, better materials and circular design.*



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Its 2024–2027 strategy even includes measurable targets for increasing the use of recycled materials and introducing sustainability certification across the local fashion industry.

The island is also experimenting with new systems for collecting and managing unwanted clothing.

In 2025, Tenerife became part of a pilot project involving the Cabildo, San Miguel de Abona and RE-VISTE, designed to extend the useful life of textiles and prevent them from becoming waste.

These initiatives are encouraging.



click here

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WHEN "SUSTAINABLE" IS NOT ENOUGH



A recent study of textile waste in the Canary Islands found that textiles represented a significant proportion of the waste stream, while separate collection remained far below what would be needed for a genuinely circular system.
So perhaps the question for fashion brands should not simply be:
"How can we make our products more sustainable?"
Perhaps it should be:
"How can we produce less, make better products and keep them in use for longer?"

For the last six years, this has been part of the philosophy behind FlyStyleTenerife: giving existing garments another life, creating unique pieces rather than endless quantities, and proving that sustainability can begin with imagination rather than sacrifice.
We are not suggesting that one small brand can solve the problems of a global industry.
But perhaps change has never worked that way.

It starts with people willing to ask different questions.

Because ***the future of sustainable fashion should not be about finding better ways to convince us to buy.***

It should be about creating a fashion culture in which we want fewer things, value them more, and keep them longer.

The word sustainable should mean something.

And perhaps the best way to make sure it does is to stop listening to what a label tells us — and start looking at the story behind the garment.

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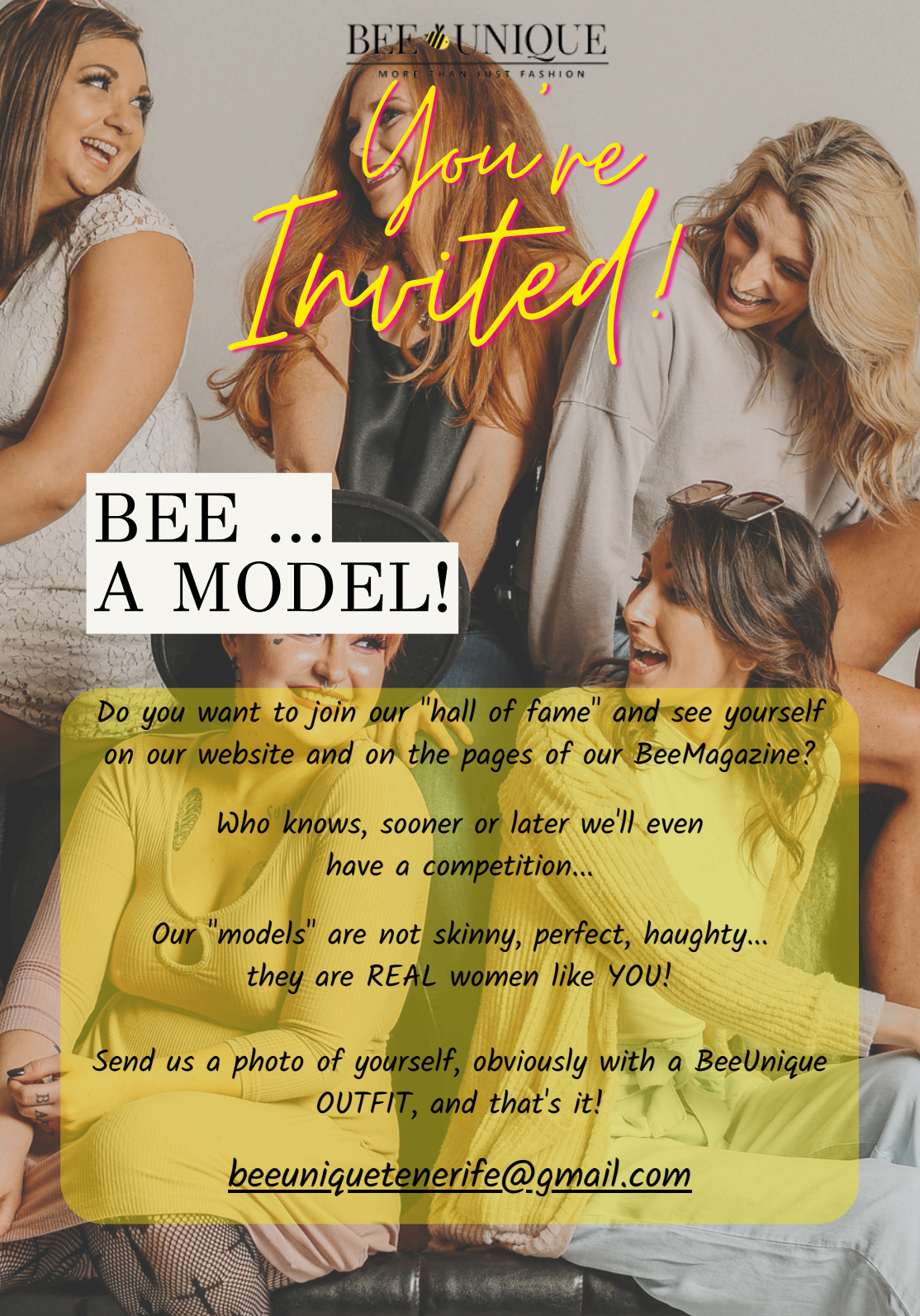


¿Te gustaría ver tu marca en nuestra revista?

Want to see your brand on our magazine?

beeuniquetenerife@gmail.com




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You're Invited!
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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...
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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 Lagura, 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.

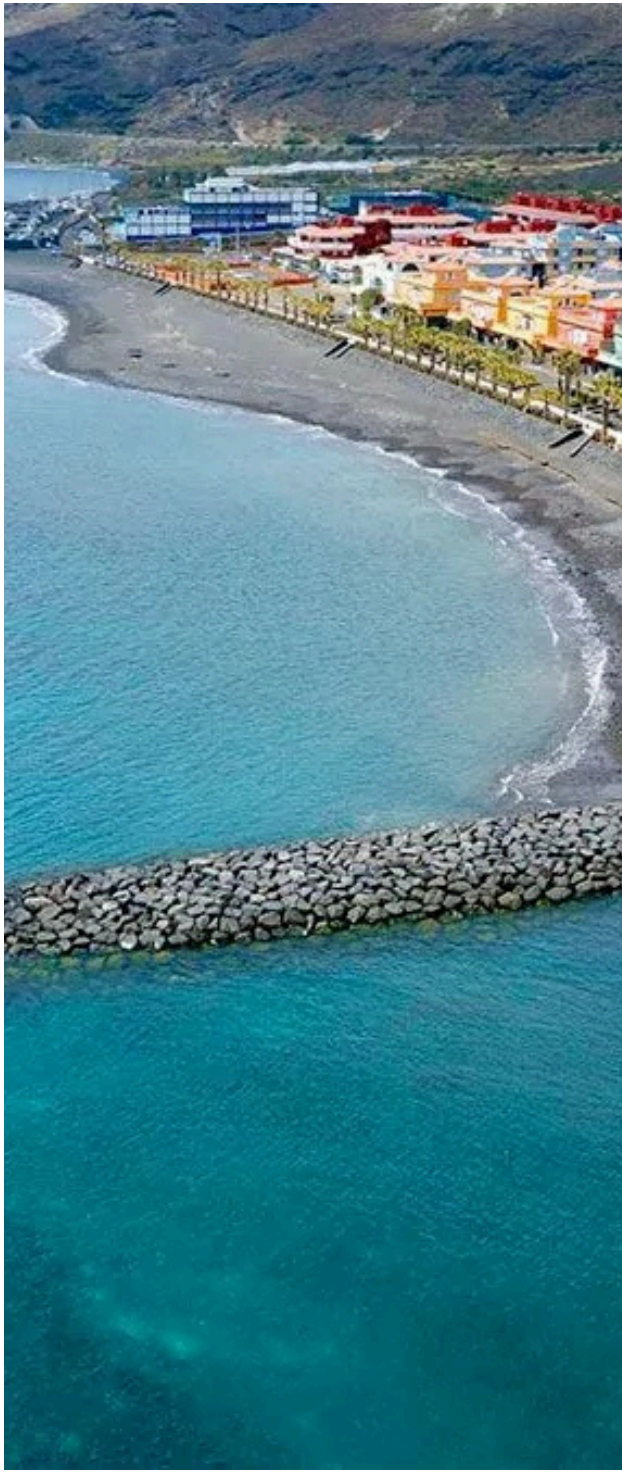
See you soon.

Guímar

The town is famous for its unique archaeological heritage, picturesque valley views, and year-round sunny climate, making it a favourite destination for visitors of all ages.

A walk along the historic town centre offers spectacular views of the volcanic landscape and leads to the renowned Pirámides de Güímar, an impressive complex of stepped pyramid structures designed and researched with global historical significance. The local streets invite visitors to explore colourful plazas, traditional cafés, boutique shops, and centuries-old chapels that reflect the town's rich cultural heritage. Nature lovers can also discover the beautiful Malpaís de Güímar, home to hundreds of endemic plant species and striking lava formations right by the ocean.

Güímar is also an excellent starting point for exploring southeastern Tenerife, with easy access to the Agache Valley, traditional coastal villages like Puertito de Güímar, and nearby hiking trails. Whether enjoying the local gastronomy, relaxing by the sea, or discovering its vibrant cultural scene, visitors will find a destination that perfectly combines history, nature, and authentic island life.





Belén Cigarran

BEE(S)... POWERFUL

From Experience to Strategic Style

My first "yes" was a "yes, I do" at 17. I became a mother at 18 and divorced at 20. Those early experiences taught me resilience, independence, and the courage to reinvent myself.

During the late 1980s and 1990s, New York, Los Angeles, Milan, and Denmark shaped my global vision of style and creativity.

In 1987, I co-founded AJE Galicia, building and leading teams of more than 150 people and developing innovative projects. Between 2010 and 2020, my work took me between Vigo and Miami—until an accident in Tuscany brought everything to a sudden stop. "Life stopped me because I no longer knew how to stop."

I sold businesses, closed chapters, and moved to the countryside. From that retreat came The Strategic Style Club: a space where experience, transformation, and personal style meet.

With training and experience in Biodecoding, Coaching, and NLP Practitioner, I now share the wisdom distilled from falling, rebuilding, and beginning again.

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