BEE UNIQUE

MORE THAN JUST FASHION

VILAFLOR
special

Editorial

2A JORNADA MODA +SOSTENIBLE - TENERIFE

Sustainable news

THE NEW BRITISH FASHION CONVERSATION

11/26

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OPEN THOUGHTS

There is something that concerns us when we look at the future of fashion. Sustainability has become one of the most important words in the industry, but sometimes it feels like we are talking more about the idea than about what it really means.

"Recycled materials." "Responsible production." "Conscious fashion."

But what does sustainability actually look like?

It is easy to focus on the material of a garment. Organic cotton, recycled fibres, innovative materials — all of these can make a difference. But a better material does not automatically create a better system.

A garment can be responsibly made and still be produced in quantities that the planet cannot sustain.

This is not about questioning every effort being made.

Many designers and brands are genuinely looking for better solutions. New technologies, circular models and more transparent supply chains are creating possibilities for change.

But perhaps there is a more fundamental question we should be asking.

Do we need to produce more fashion, or do we need to value fashion differently? Sustainability is not only about what a garment is made from. It is also about how much is produced, how long it lasts, and what happens when it is no longer wanted.

Maybe sustainable fashion begins with a different relationship with clothing. Buying less. Choosing better. Repairing what we already own. Wearing something for years instead of seasons.

Because the most sustainable garment may sometimes be the one that already exists.

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

The first can change a product. The second requires changing the system.

And real change requires patience. It means moving away from the idea that fashion must always be new, faster and more.

We don't have all the answers.

But perhaps responsible fashion is not about finding the perfect solution.

Perhaps it is about asking better questions

and being brave enough to change the answers.

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VILAFLOR

NOVEMBER 2026

Vilaflor de Chasna is Tenerife's highest village, surrounded by pine forests, volcanic landscapes, and spectacular mountain scenery. Its peaceful streets, traditional Canarian houses, and historic churches offer a glimpse into the island's authentic rural character, far from the busy coastal resorts.
A walk through the village and its surrounding trails reveals breathtaking views, ancient landscapes, and the quiet beauty of Tenerife's highlands
... (see page 22)





MANY MORE MODELS AWAITS FOR YOU IN OUR STORE!

NOW AVAIABLE,
visit us!

Las Galletas
calle Candida Peña Bello 10



REDMI 14C | BeeUnique


Chic
RESERVADA
FlyStyle

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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!

Mix&Match by FlyStyleTenerife



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!.



REDMI 14C | BeeUnique

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riCARD



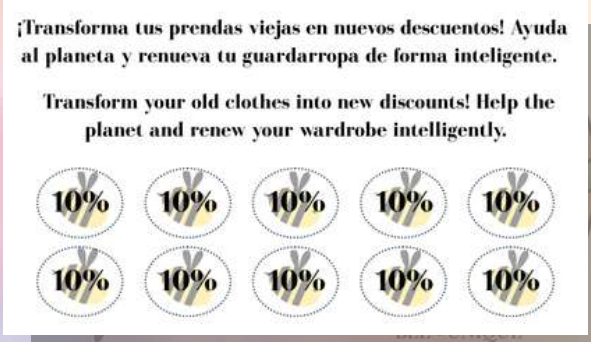
New design

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.



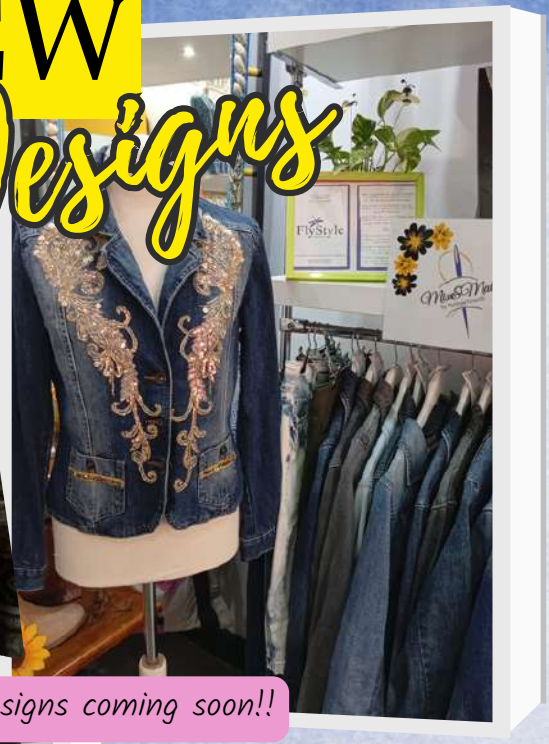


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NEW Designs





More designs coming soon!!





Click on the images to see more models!


Nov. 28/30
Tablas de San Andrés
Nov. 19th
ILighting of the Christmas lights
Santa Cruz de Tenerife
DURING THE ENTIRE MONTH
Red Wine Tasting La Laguna
XXIII Feria de la Ciencia
de La Orotava
Sunday, 8 November 2026
upcoming
EVENTS



SEMANA DE

tenerife moda +sostenible

VIERNES 23 OCTUBRE

19:00h

DESFILE

TENERIFE MODA +SOSTENIBLE

GALLOBUEY
FAROBAG
FLYSTYLE TENERIFE
MEFALDAS TÚ
HURTADO FELT
ABISSI MODA
WAIOLA
TEMPUS BY CRISTO VELÁZQUEZ
NATALIE LETURCQ
LABORÝ
PENDIENTERA

MUSEO DE ARTESANÍA
IBEROAMERICANA
DE TENERIFE
LA OROTAVA

Cabildo de Tenerife · artenerife · MODA · MODA +SOSTENIBLE · proexca · Gobierno de Canarias · CANARIAS islas de moda · Ayuntamiento Villa de La Orotava

2ND SUSTAINABLE FASHION DAY TENERIFE

The Second Sustainable Fashion Day, held on October 23rd at the MAIT in La Orotava, Tenerife, represented a meaningful opportunity to celebrate a new vision of fashion: one where creativity, responsibility and respect for our environment come together. For FlyStyle Tenerife, taking part in this important event for the second consecutive year was a source of genuine pride and enthusiasm. Sustainable fashion is not simply a passing trend; it is a conscious choice, a different way of understanding beauty, craftsmanship and the future of our industry. Events such as this demonstrate that fashion can evolve without losing its identity, embracing ethical production, originality and the value of every individual creation.



Photo credits: Cassandra, FlyStyle Tenerife designer, pictured with her husband and Mr Juan Carlos Córdoba Maraña, whose kindness, professionalism and constant availability make him a wonderful reference for anyone seeking guidance on sustainable fashion.

Beyond the garments and collections on display, the event offered an opportunity to appreciate the philosophy behind sustainable design. Every material, every texture and every carefully considered detail tells a story of choices, dedication and respect. Sustainable fashion invites us to look beyond appearance and discover the hands, ideas and values behind each creation. It encourages us to reconsider our relationship with clothing, moving away from disposable consumption towards pieces with meaning, character and lasting value. For independent designers and creative brands, this is an essential opportunity to share their vision, explain their processes and connect with an audience increasingly interested in authenticity and responsible fashion.

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2ND SUSTAINABLE FASHION DAY TENERIFE

















2ND SUSTAINABLE FASHION DAY TENERIFE



Events like this demonstrate how the island can preserve its traditions while embracing new ideas, creating opportunities for local talent and contributing to a more dynamic and forward-looking cultural landscape.

SEE YOU NEXT YEAR!


SUSTITUIBLE
QUE SER
ÚNICA
"C.CHANEL"
Style

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SUSTAINABLE FASHION

THE NEW BRITISH FASHION CONVERSATION



There is a word that has become almost unavoidable in contemporary fashion.

Sustainable.

It appears on labels, websites, shop windows and advertising campaigns, usually accompanied by a familiar vocabulary of consciousness, responsibility and environmental progress.
In Britain, where fashion has long occupied a peculiar position between creativity, commerce and cultural identity, the conversation around sustainability has become increasingly difficult to ignore.
But perhaps the more interesting question is not whether British fashion is becoming more sustainable.
It is whether the industry is prepared to reconsider the way it defines growth.
Britain has an extraordinarily rich fashion ecosystem. London remains one of the world's most influential fashion capitals, while the country's high-street culture has helped establish a model of rapid consumption that has been exported far beyond its borders.
At the same time, Britain has another, almost contradictory relationship with clothing.

How much is actually being produced?
How long is the garment designed to last?
Where was it made?
What materials does it contain?
Can it be repaired, reused or resold?
What happens when nobody wants it anymore?
And perhaps the most uncomfortable question of all:
Does the industry really need to produce so much?
This is where the distance between sustainable fashion and greenwashing can become difficult to distinguish.



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At the same time, Britain has another, almost contradictory relationship with clothing.

Alongside the speed of the high street exists a culture of vintage, resale, repair and second-hand fashion that has become increasingly relevant to a new generation of consumers. Charity shops, independent boutiques and online resale platforms have created an alternative way of experiencing fashion — one in which a garment does not necessarily lose its value simply because it is no longer new.

This tension is perhaps what makes the British market particularly interesting. On one side is an industry built around constant renewal: new collections, new trends and an increasingly accelerated cycle of consumption. On the other is a growing appreciation for pieces with provenance, longevity and character.

The two realities are not necessarily incompatible.

In fact, they may point towards a different understanding of what sustainable fashion could become.

Because sustainability is not simply about replacing one material with another, or adding an environmental message to an existing business model.

It requires us to reconsider the relationship between fashion, consumption and value. And that may be a far more significant challenge than simply finding a greener fabric.



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In Britain, the question of greenwashing has moved beyond the language of marketing and into the attention of regulators.
The Competition and Markets Authority has already examined environmental claims made by major fashion retailers, raising concerns about the way terms such as "sustainable", "eco" and "responsible" are presented to consumers.
These are not minor details.
They reflect a wider shift in the relationship between fashion brands and the people who buy from them.
Environmental claims are increasingly expected to be specific, transparent and supported by evidence, rather than simply presented as part of a brand's identity.
This matters because consumers should not have to become sustainability experts before buying a coat or a pair of jeans.
But there is another side to the British story.
The country also has a long-standing culture of second-hand fashion, from charity shops and vintage markets to a rapidly expanding resale economy. What was once considered an alternative to mainstream fashion is increasingly becoming part of the way a new generation understands value, ownership and style.
And perhaps this is where the British fashion industry has an opportunity to look beyond the label.

Vintage has never entirely disappeared from British fashion. Charity shops are embedded in the country's culture, while independent designers, repair initiatives, resale platforms and second-hand markets are creating an alternative economy in which garments can retain their relevance long after their first purchase.
Perhaps the future of sustainable fashion is already visible in this contradiction.
Because sustainability is not simply a question of materials.
A garment made with recycled fibres may represent progress, but it does not necessarily address the larger question of production — or the culture of consumption that continues to demand more.



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Nor does a "conscious" collection become inherently responsible if it exists within a business model built around ever-increasing production and accelerated consumption.

In Britain, this question has already attracted the attention of the Competition and Markets Authority, which investigated environmental claims made by major fashion retailers including ASOS, Boohoo and George at Asda. The companies subsequently committed to changing aspects of the way they communicate their environmental credentials.

The significance of these cases goes beyond the individual brands involved. They reflect a wider shift in the relationship between fashion and the language of sustainability.

A green claim is no longer enough. It has to mean something.

For consumers, however, the picture remains remarkably complicated.

What exactly does "responsible" mean?

How much of a garment is recycled?

Where was it produced, and under what conditions?

How durable is it?

Can it be repaired?

And perhaps most importantly, what happens to it when its useful life comes to an end?

And what happens when its useful life comes to an end?

What would fashion look like if sustainability were no longer an addition to the business model, but part of the reason for having one?

That is a more difficult question.

And perhaps that is precisely why it is worth asking.

Because the future of fashion will not be defined by the number of garments carrying a green label.

It will be shaped by what happens long before they reach the shop, by how long they remain in our wardrobes, and by whether we continue to believe that every season needs to begin with something new.

Sustainability should not become another trend in fashion.

It should challenge the very idea of what fashion has become.

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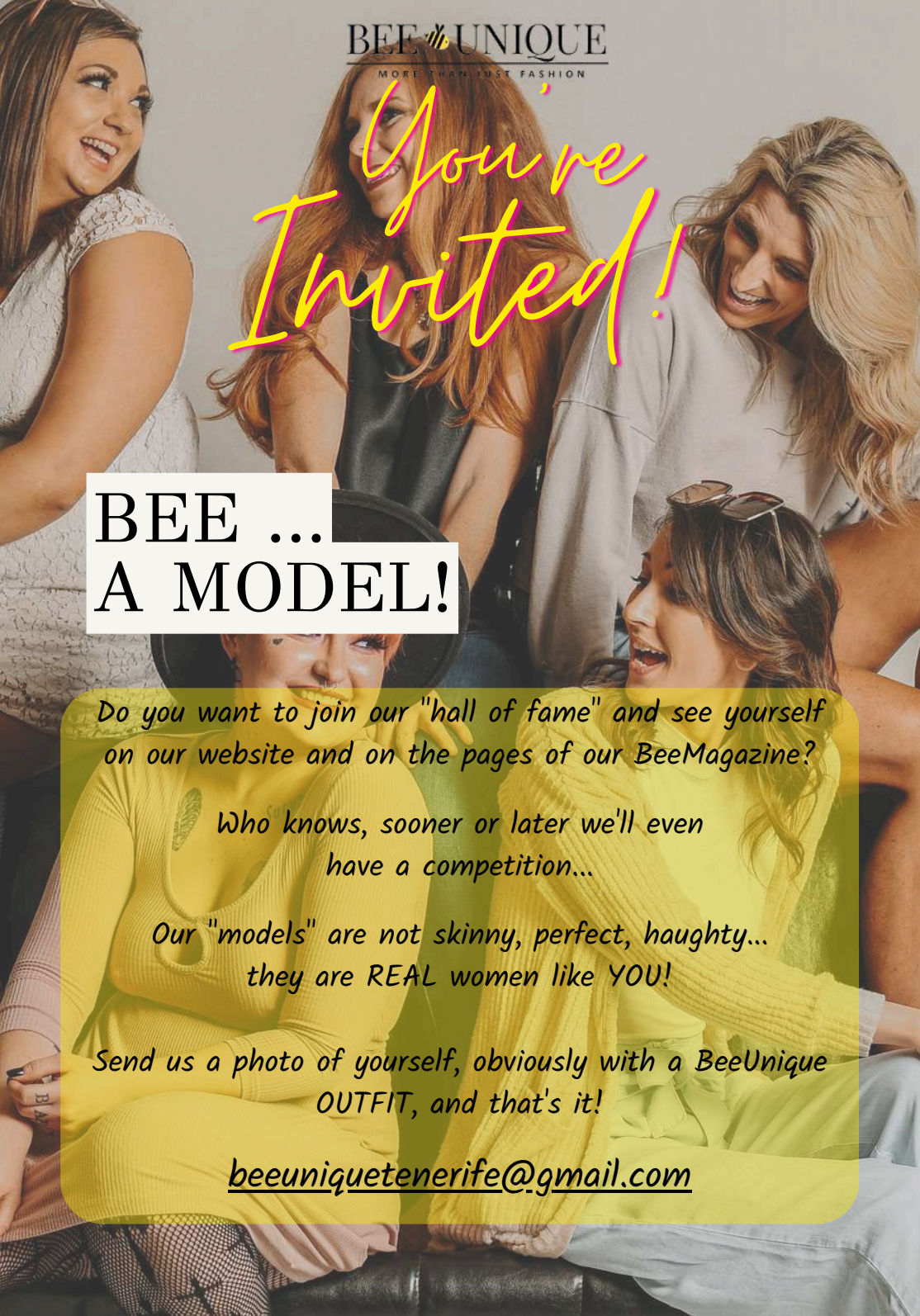


¿Te gustaría ver tu marca en nuestra revista?

Want to see your brand on our magazine?

beeuniquetenerife@gmail.com




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You're Invited!
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

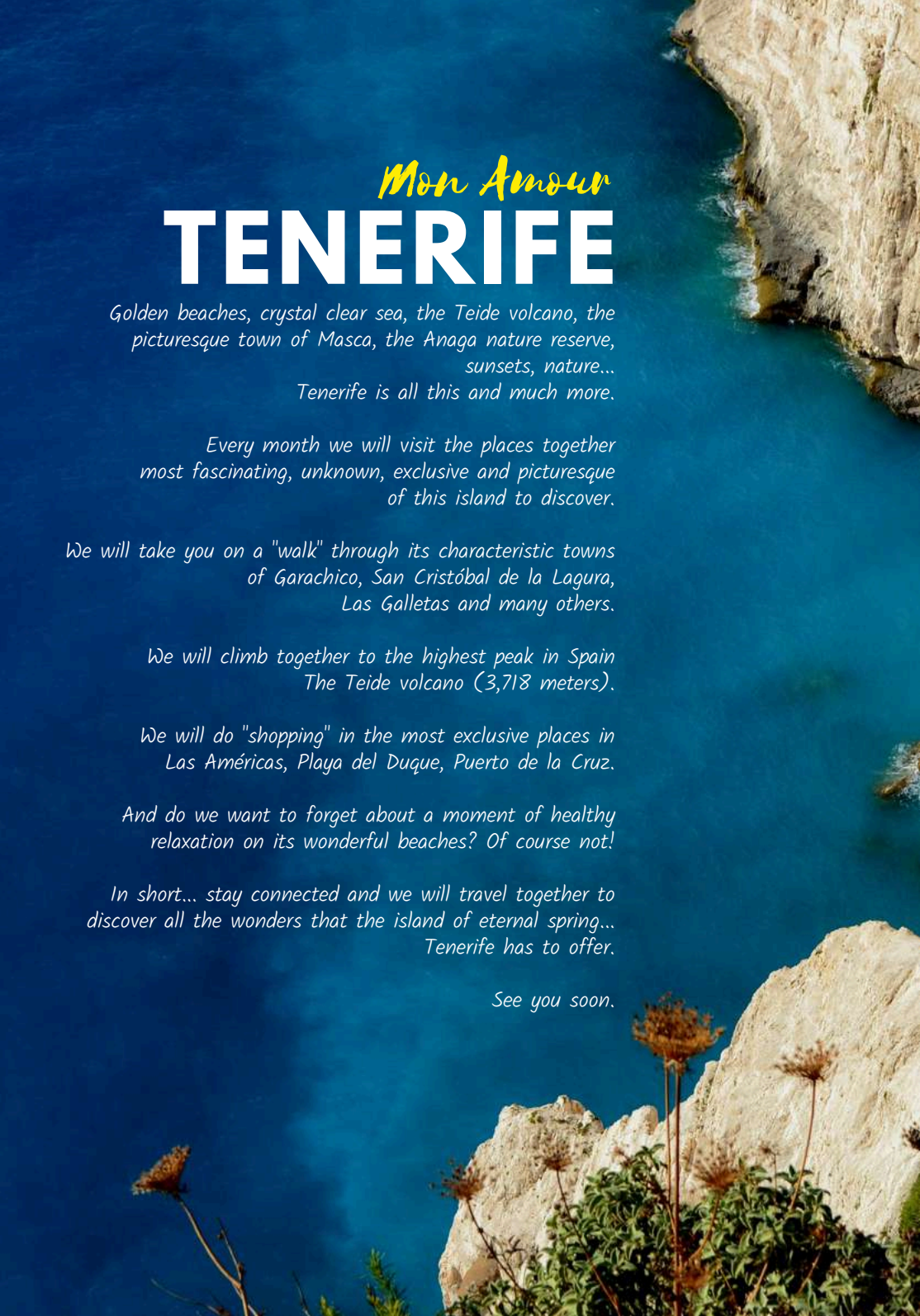
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HAPPY CUSTOMER

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 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.

Vilaflor

Vilaflor de Chasna is one of Tenerife's most distinctive mountain villages, surrounded by pine forests, volcanic landscapes, and some of the island's most spectacular high-altitude scenery. Located at around 1,400 metres above sea level, it is the highest municipality in the Canary Islands and offers a very different experience from Tenerife's coastal resorts. Its traditional Canarian houses, quiet streets, historic churches, and surrounding vineyards reflect the rural character of the island's interior.

One of the area's most remarkable natural attractions is the Paisaje Lunar, or Lunar Landscape, a striking formation created over thousands of years by volcanic activity, erosion, and the forces of nature. The pale volcanic formations rise dramatically from the surrounding landscape, creating an almost otherworldly atmosphere. The hiking route leading from Vilaflor passes through fragrant pine forests before gradually revealing the unusual shapes and textures of this unique volcanic environment.

Vilaflor is also an ideal starting point for discovering the higher landscapes of Tenerife, with trails leading through the Corona Forestal and towards Mount Teide. Whether walking through the pine forests, discovering the volcanic formations of the Lunar Landscape, or simply enjoying the tranquillity of the village, visitors encounter a side of Tenerife defined by altitude, nature, and an extraordinary sense of place.





BEE(S)... POWERFUL

A social entrepreneur who develops social projects focused on self-care and well-being, Ruth is an ambassador for Top Women Talks Tenerife and a vocational training instructor in aesthetics. She conducts workshops and courses on natural cosmetics for local councils, educational institutions, associations, various organizations, and NGOs. Deeply passionate about self-care and well-being, she has spent years supporting women and communities in areas such as employability, social inclusion, health, and wellness. A traveler of both inner and outer worlds, she firmly believes that self-care is not a luxury but a solid foundation for self-esteem and the life we wish to sustain; Ruth helps people improve their well-being by fostering connections, inspiring change, and making a lasting impact.

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