



BE SELF

A PROJECT OF SELF EXPRESSION

WHAT



AT RECON DEVON, WE'VE TEAMED UP WITH BE-SELF CLOTHING TO BRING YOUNG PEOPLE A CREATIVE EXPERIENCE LIKE NO OTHER.

IMAGINE DESIGNING YOUR OWN HOODIE, T-SHIRT, SNAPBACK CAP, JOGGERS—WHATEVER FITS YOUR STYLE—AND MAKING IT TRULY ONE-OF-A-KIND.

BUT THIS PROJECT IS ABOUT MORE THAN JUST FASHION. IT'S ABOUT EXPRESSION, CONFIDENCE, AND UNLOCKING CREATIVITY IN WAYS YOU NEVER EXPECTED.

create



photography
self



Eco

Self Expression

discuss

WE ALL SEE THE WORLD DIFFERENTLY. THE THINGS WE NOTICE, THE WAY WE INTERPRET THEM—IT'S ALL UNIQUE TO US. THIS PROJECT ENCOURAGES YOUNG PEOPLE TO OPEN UP AND SHARE THEIR WORLD WITHOUT EVEN REALIZING IT. THROUGH DISCUSSIONS, EXPLORATION, AND CREATIVITY, THEY DISCOVER THEIR VOICE AND TURN THEIR IDEAS INTO WEARABLE ART.

Think

AND GUESS WHAT? THE DEVICE THEY'RE GLUED TO—YES, THEIR PHONE—PLAYS A HUGE ROLE! THEY CAPTURE IMAGES THAT INSPIRE THEM, AND THOSE SNAPSHOTS BECOME THE FOUNDATION FOR THEIR CUSTOM DESIGN.

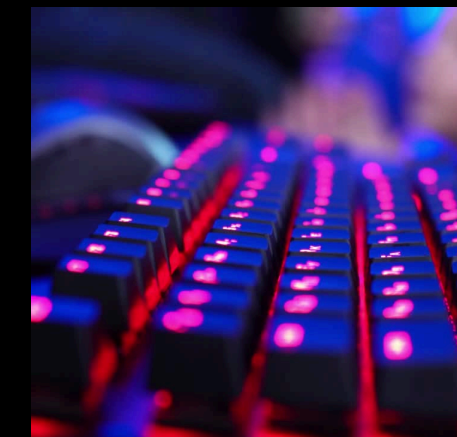
learn



BE WHO YOU ARE

WHY THIS MATTERS

YOUNG PEOPLE HAVE PASSIONS. THEY HAVE PERSONALITY. THEY HAVE SOMETHING TO SAY. BUT PEER PRESSURE AND LOW SELF-ESTEEM OFTEN HOLD THEM BACK. THROUGH THIS PROJECT, WE UNLOCK THAT SELF-EXPRESSION, ENCOURAGING THEM TO BE THEIR TRUE SELVES. ALONG THE WAY, THEY OPEN UP, GAIN CONFIDENCE, AND CREATE SOMETHING AMAZING.



HOW IT WORKS

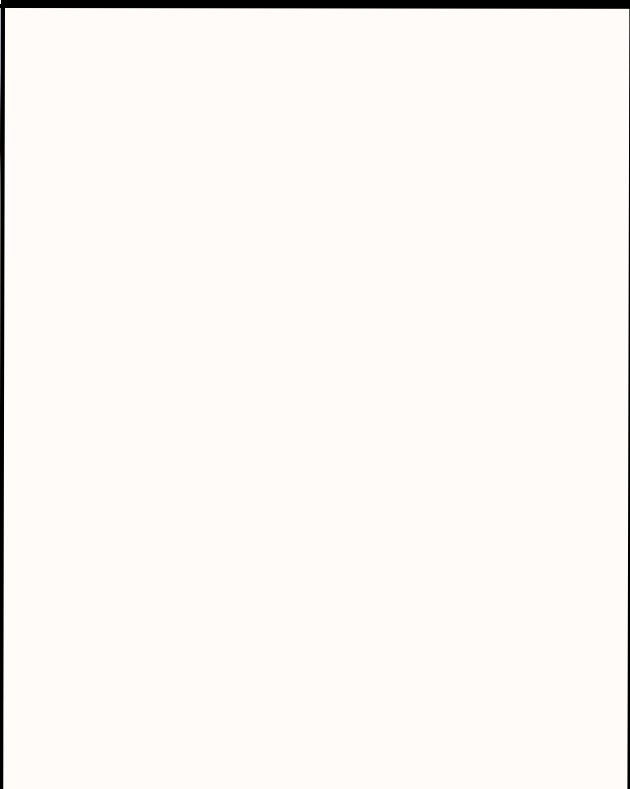
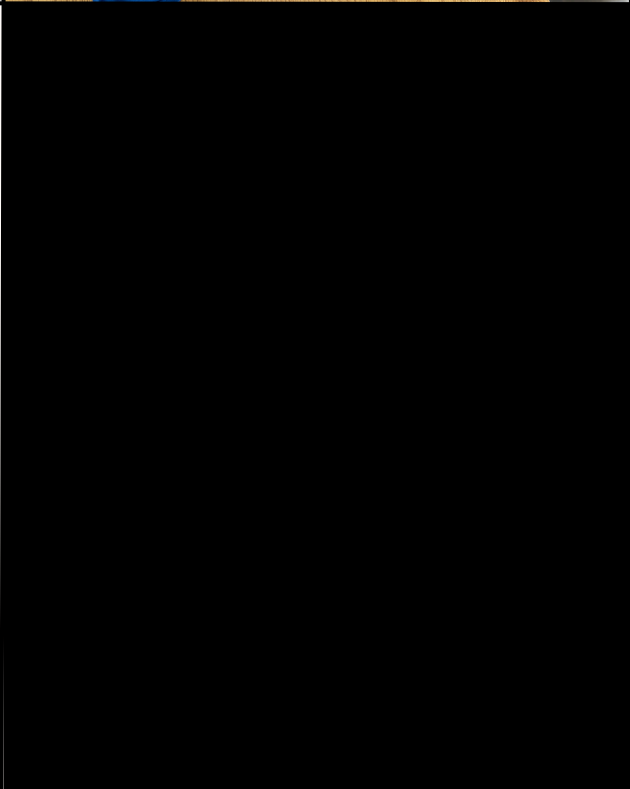
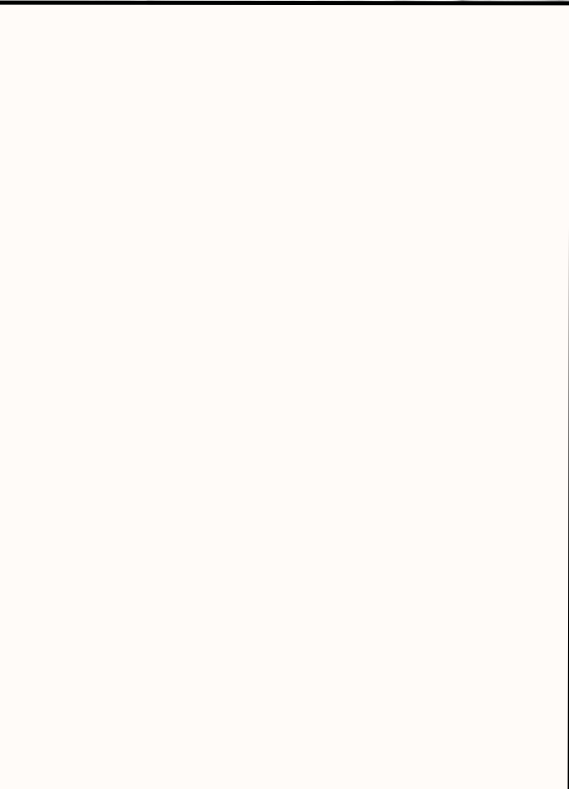
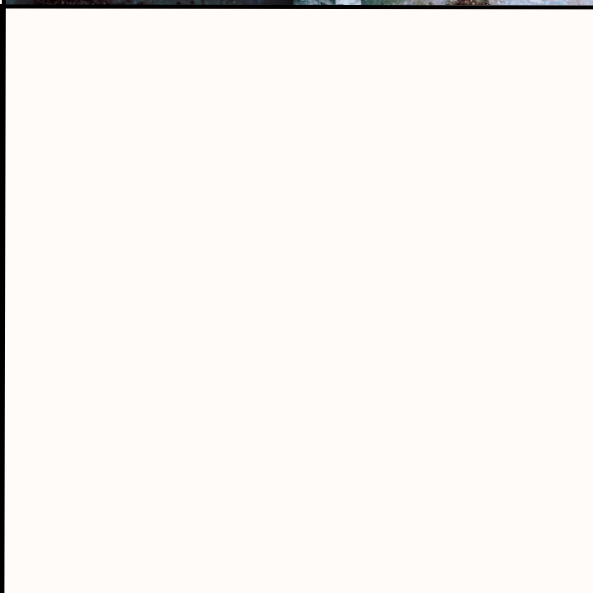
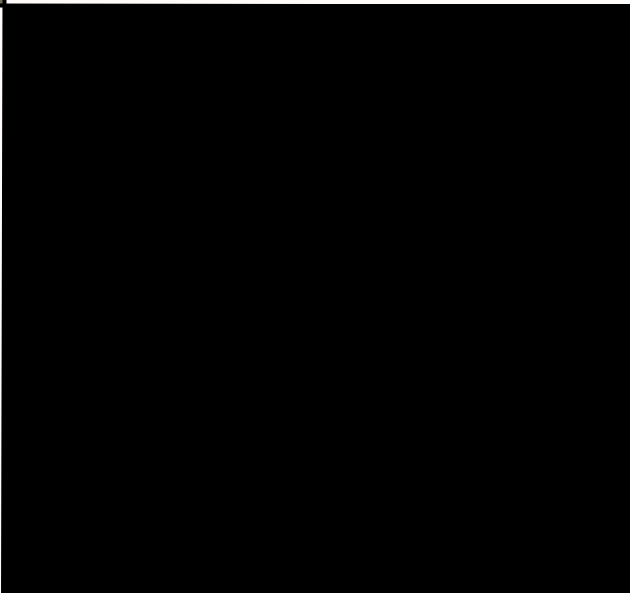
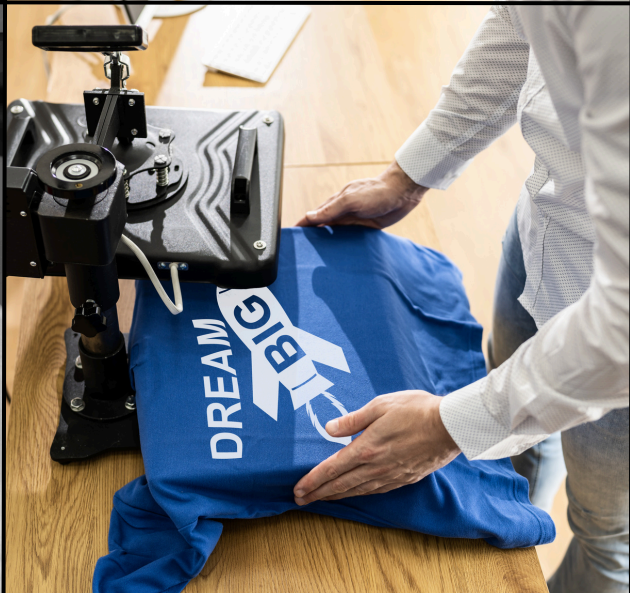
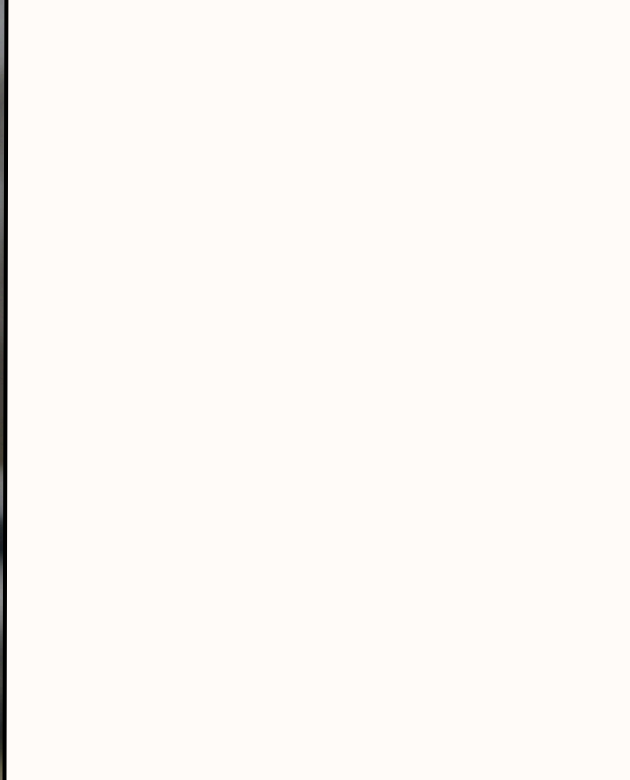
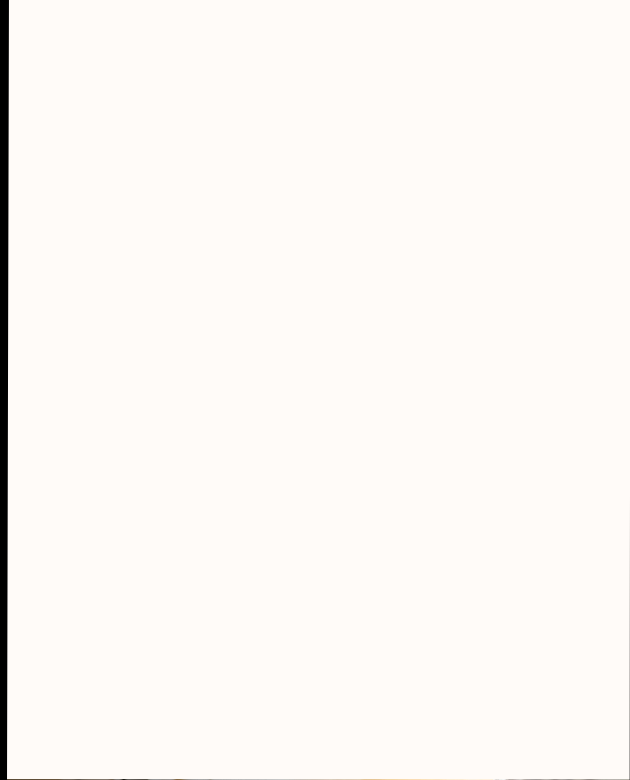
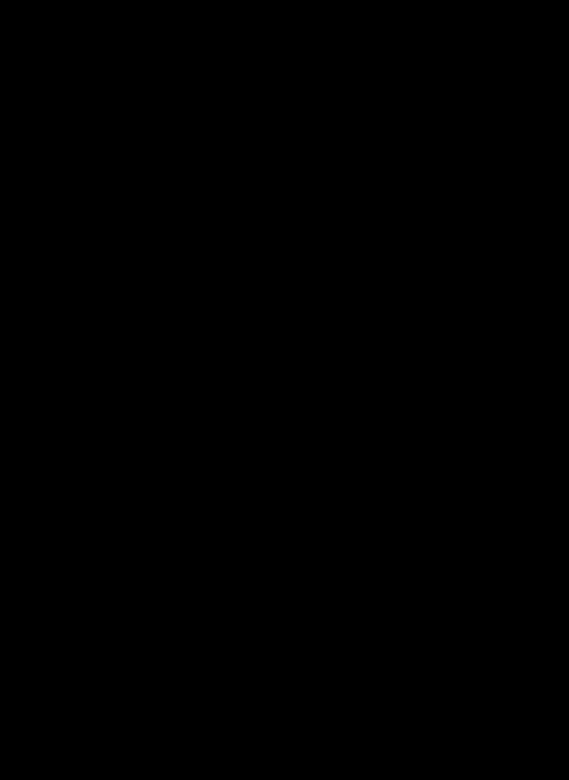
THIS ISN'T JUST ANOTHER WORKSHOP—IT'S AN EXPERIENCE. TOGETHER, WE EXPLORE THE WORLD AROUND US:

🌍 OBJECTS & PLACES THAT INSPIRE US

🎵 MUSIC & HOBBIES THAT FUEL CREATIVITY

🎯 THOUGHTS, GOALS & DREAMS THAT SHAPE US

🎨 TEXTURES, GRAPHICS & VISUALS THAT SPEAK TO US





Stand Tall

THE PROJECT

FROM THERE, WE BUILD SOMETHING UNIQUE:

- CONCEPT CREATION - WHAT'S YOUR MESSAGE?
- IMAGE GATHERING - CAPTURE MOMENTS, PLACES, OR THINGS THAT MATTER TO YOU.
- PLANNING & GARMENT SELECTION - PICK YOUR CANVAS: HOODIE, TEE, CAP-YOUR CALL!
- DESIGN PROCESS - TURN YOUR VISION INTO A POWERFUL GRAPHIC.
- ECO & SUSTAINABILITY FOCUS - LEARN ABOUT ETHICAL FASHION.
- PRODUCTION & PRINTING - WATCH YOUR CREATION COME TO LIFE!
- ORDERING & SHIPPING - YOUR CUSTOM PIECE IS ON ITS WAY!
- WEAR IT PROUD - BECAUSE CONFIDENCE LOOKS GOOD ON YOU!

NO RUSH, NO PRESSURE



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THANK YOU