

# BE BOULIE

Eco Bag



*"meet the bag taking retailers by storm"*

Visionaries, transforming the everyday into curated works of art.



## OUR STORY

**The sustainable stretchy tote - the embodiment of Japanese design ethos, of utility and beauty co-existing in an everyday object.**

“As I rummaged through a little shop in Himeji, there it was...a *goosebump* moment. I had discovered something magical that overturned the image of how a bag should look and feel.” *Sam, founder.*

Now in our 2nd year, and 4<sup>th</sup> collection, the eclectic mix of fun, beauty and style is reflected in our patterns and colours. Our bags are designed to complement each other beautifully and are inspired by memories of my childhood and extensive travels throughout my life. I hate plastic bags and haven't bought one for at least 10 years. If I get one, I reuse it to death. Our bags are exceptionally robust (the original bag, now 8 years old, is still as good as new) and, although we don't use recycled materials (you can't with this method), they will last for years and years, and can be endlessly stuck into the washing machine, to no ill effect. The Danish Government demonstrated that nylon is the most sustainable alternative to the single use plastic bag.

Fate brought me our incredible business partner, through a village Facebook page post. We live within a mile of each other on the Hertfordshire, Cambridgeshire border. Hayley has joined me, as director of operations, steering the company into profit and reining me in (someone has to!)

Presented in elegant, sophisticated packaging, our products represent something new, and exciting, in a previously repetitive gift market.



# ECO BAG - THE SUSTAINABLE STRETCHY TOTE

## THE ITALIAN CONNECTION

Italy. What's not to love? Dream of sipping a super cold Gavi de Gavi, in the early evening sun, with views over rolling hills and those Cypress trees, oh, those Cypress trees...

We commissioned a local artist, Helen Wiseman, to create the illustrations.



## EMPIRE

This design embodies the beauty of India, its serenity and elegance. Did you know the British introduced tea to India, not the other way around?

I have to admit to being a little embarrassed to be British and asked our wonderful guide in Dehli, if she felt any badwill towards the British. She laughed and said not at all. You brought us the English language, cricket and tea! Can't argue with that.



## SUN, SEA & SURF

Travel is my passion, ESPECIALLY by the sea. The sound of the waves, the seagulls and the swaying palms is my happy place. My ahh..breathe out moment. I'm a scuba diver, so the warm waters of the tropics are a massive pull, under the surface is a whole other world, where no-one talks to each other, you just glide and absorb nature. Illustrations by Helen Wiseman,



[www.be-bougie.com](http://www.be-bougie.com)

*All bags come individually packaged in a divine box, all ready to give as a present!*



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### POPPALICIOUS

Who doesn't love a poppy? Especially those huge native ones. This subtle, but beautiful design, will look as at home with your LBD and heels in it, as with your trackies and trainers. It's subtly exudes understated class.



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### JUNGLE LIFE

On safari in India, we had the most incredible guide in the jungle (nickname the Lion King) who tracked down animals other rangers had missed.

The Jungle really DOES look like Rudyard Kipling describes, and is portrayed in my favourite film EVER, the Jungle Book, the first film I saw at the cinema aged 4 - "I wanna be like you, talk like you, walk like you, doobedoobedooboo..."



### DUCK EGG BLUE & ROSE

Double sigh. Think vintage, Anne of Green Gables, and everything delicate and pretty. Duck Egg Blue is probably my favourite colour in the world. It complements red perfectly and brings a happy feeling to whatever it adorns.



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### BERRIES & ANEMONES

Try saying that quickly. Gorgeous combo of pinks and greens. The berries add another dimension and a nod to autumn, but works equally well all year round.



### LIBERTY DITSY

Childhood pinafore dresses, Laura Ashley wallpaper in your bedroom, pretty little flowers liberally sprinkled.



### DEER & BEAR

A lovely calm design that works all year, but also has a subtle nod to Christmas.



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### LEOPARD & PALM

This was our first design, born of a passion for wildlife and conservation.



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### BLUE OCEAN TURTLE

Passionate about the ocean and a keen scuba diver, this design also supports the Marine Conservation Society.



### MINI - BLUE OCEAN TURTLE - for kids

A gorgeous child's version, team it with an adult one, this design also supports the Marine Conservation Society.



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## COMPLEMENTARY PLAINS

HOT PINK



You're either a hot pink gal, or you're not. I am. OR, you *think* you're not, until you try this bag...somehow, it gives you "sass".

Team it up with Berries & Anemones, Liberty, Sun, Sea & Surf or other plains - it pops.

TEAL



We love a bit of teal. It just works. With everything. Try it with Empire. I'm teal mad.

FRENCH GREEN



A sophisticated pastel colour, that just reminds me of the French. Looks gorgeous with Poppalicious, Berries & Anemones and Liberty. Looks gorgeous with most things, to be fair.

CREPE PINK



Soft pink, a reminder of Spring and Summer. Looks gorgeous with Poppalicious, Berries & Anemones and Liberty. Looks just as great on its own.

FRENCH BLUE



A sophisticated pastel colour, that just also reminds me of the French. Looks gorgeous with Liberty and Sun, Sea & Surf.

CHOCOLATE



Well I couldn't call it BROWN! And I love chocolate. So there we are.





BRAND ESSENCE

## SPIRITED • CONSIDERED • TRAIL-BLAZING

### SPIRITED

Refreshingly different, our brand is one you simply can't ignore. By combining beauty with function, we have created the unexpected - it jumps out at you and leaves you unable to resist and wanting more.

It will draw you in, like a well-written book, a brilliantly presented tv drama, the aroma of a delicious meal, the pop of the cork from a super-chilled crisp white wine.

Our brand brings all the senses alive - it evokes memories of sites, experiences, tastes and life - holidays, childhood, eras. We want to spark conversation and release your imagination - fascinate, liberate and wonder - what you want to do next with your life? The possibilities are endless.

### CONSIDERED

Every aspect is intentional, our goal - to eradicate the pain-in-the-ass aspect of the everyday. From weight & size, to technical design, to patterns and colours. Every single aspect is deliberated and deliberate. We make things that work, effortlessly.

Durability and sustainability are in the forefront of our minds. If we all try, we CAN make a difference. Talk the talk and walk the walk.

### TRAIL-BLAZING

Leaders, not followers. Our offerings are discoveries, Creative and visionary. Sometimes the wheel does need re-inventing. Ever-evolving, our products keep improving. Two ears, one mouth. We listen. It's a lost skill.

When we introduced our stretchy tote to the market, the choice of "reusable shopping bags" was relentless - swanky cotton, foldy nylon, bulky supermarket bags for life. Not only was there room for a better solution, the others are simply no longer needed.

Future plans include handles for these exceptional works of art - then it's a shoulder bag, a beach bag, a smart bag, a casual bag. Genius.

## Well, *HELLO!*

Founded by me, Sam Spreadbury, a diagnosed ADHD nutter and serial entrepreneur, I have consolidated years of experience, both business and personal, into this venture. Reaching a calmer stage in life is quite a relief. Children educated and up grown, and having children of their own, wrinkles setting in and really don't care, money no longer hand to mouth. Be Bougie is the epitome of everything I love and am good at. A great place to be.

*“Age is your best asset. Just ask any of the entrepreneurs, investors, inventors and artists on our fourth annual 50 Over 50 list.” Forbes*

Eclectic probably best describes me. In opinion, style and all the decisions I make, although, to me, there is good reason behind every one of them, this may not appear so to the outside world.

I've partnered up with the incredible Hayley - a genius (as am I, I hasten to add, though hers has more letters after her name than mine(actually, I don't have ANY :D) and together we are unstoppable. We work seamlessly together, we are so similar and so different, but it works brilliantly.

Hayley is an ex Delloittes, City girl . After a monumental rise up the chain in banking, she is in charge of the “business” side of things and interfacing with customers, both of which she is *extremely* good at (just ask our customers!) She is also rather partial to a French Martini. It will get you EVERYWHERE.

Watch this space for AMAZING things and an unstoppable duo and brand. Telephone **01763 291559**

