



BAEKKE®

NEVER STOP CHANGING

Meet BAEKKE – sustainable jewellery that features interchangeable beads so it fits any outfit, mood or message. One piece, many looks: it's jewellery that gets across what you want to say.



BAEKKE COMPANY PROFILE

Brand name:

BAEKKE

URL:

www.baekke.shop

Links:

www.instagram.com/baekkejewellery/

www.linkedin.com/company/baekke/

Company:

UsMeUs International Ltd

1 Vine Street, Mayfair

London W1J 0AH

England, UK

VAT No. GB 441 6281 09

Company No. 11348679

Contact

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Description:

BAEKKE's first-of-its kind sustainable, customisable jewellery allows wearers to change the colour of their jewellery as often as they want – to suit their style, support causes, communicate their gender identity or even to share coded messages.

COMPANY OVERVIEW

More than just a jewellery brand; BAEKKE is a new movement that celebrates self-expression. Founded by Lene Schødt, a passionate Danish designer, BAEKKE combines versatile, customisable design with social responsibility across a range of bracelets, earrings and pendants. At BAEKKE, we offer a fresh concept for a young, hip audience, making it a brand with the potential to capture a global market.

Founded in 2017, we began product and sampling in 2018. We planned for a test launch in the Scandi markets in 2019. and then covid delayed global expansion.

Thanks to our 'cradle-to-cradle' approach, BAEKKE wearers can feel good about what they bought, knowing that it can not only be made their own by changing the bead colours and design, but that it can be easily recycled or reused when its life is over.

Female-founded and purpose-led, BAEKKE is here to make a difference with jewellery that's designed with the future in mind.



Danish designer Lene Schødt



OUR COMPETITIVE ADVANTAGE

BAEKKE's customisable jewellery talks the language of Gen Z's desire for self-expression. Our designs aren't throwaway: they're crafted to mix modern aesthetics with classic style, creating pieces that are both on trend and enduring.

At BAEKKE we take pride in our commitment to sustainability and ethical practices. By promoting conscious consumerism, we appeal to the growing demand for sustainable fashion accessories.

BAEKKE offers affordable prices without compromising on quality: an attractive option for a young audience. We offer seamless customer experience on a brand-new Shopify site.

BAEKKE's strong brand identity resonates with the values of our young audience and represents both self-expression and sustainability. The brand helps us stand out in a crowded market and build customer loyalty and word-of-mouth.

OUR COLLECTIONS

Our customisable designs mean BAEKKE's young, on-trend wearers can switch up the colours of their jewellery every day - or every hour if they want. It's a unique way to send a message without words: tell others in the know their name, mood, romantic status, or even about a cause they support.

Our next-level jewellery means endless looks from just one piece with the interchangeable beads, that you simply click on and off our bracelets, pendants and earrings.





THE BAEKKE OPPORTUNITY

Industry analysis:

- The global jewellery market is growing rapidly, with a projected CAGR of 5.5% from 2020 to 2027.
- The market is highly competitive but BAEKKE differentiates itself with its standout USP.

Our target market:

- A Gen Z audience hungry for self-expression, versatility and new trends.
- Trend-conscious young people inspired by influencers, social media and street fashion.

A growing demand:

- Consumers increasingly value personalised and eco-friendly products
- An increasing interest in jewellery that reflects individual style and values.

The potential:

- BAEKKE'S customisable pieces have huge standout and 'viral' potential.
- A strong opportunity to capture a significant market share thanks to our competitive advantage.

MEDIA APPEARANCES FOR BAEKKE



Retailers

BAEKKE unveils new brand and website

The jeweller encourages prolonged use, countering the impact of single-use plastics

Liam J Moran - Wednesday, 6 September 2023, 16:45

1 minute read



BAEKKE has announced the launch of its brand-new Shopify website and new interchangeable coloured bead bracelets that click on and off, allowing wearers to customise their jewellery according to their mood.



Attire Accessories

BAEKKE unveils new brand and launches colour coded sustainable jewellery into the UK

<< View more news

BAEKKE, the Danish sustainable jewellery brand, is excited to unveil its new brand look and announce its arrival in the UK.



BAEKKE jewellery features interchangeable coloured beads that click on and off, allowing wearers to customise their jewellery according to their mood, style... or even send subtle coded messages.

BAEKKE jewellery is more than an accessory; it's a means of authentic self-expression, so it can be used to communicate values, support causes or perhaps share gender identity or neuro diversity.



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NEWS BUSINESS DAILY NEWS INTERNATIONAL JEWELLERY RETAIL

Danish sustainable jewellery brand embarks on UK expansion

By Rebecca Butler - 6th September 2023



Baekke, a sustainable jewellery brand based in Denmark, has announced its arrival in the UK market with a bold new look and a colourful concept.

Timed perfectly alongside an increase in consumer demand for coded jewellery – thanks in part to the popularity of social experiment venture, the Pear dating ring – Baekke has taken the concept of colour-coded jewellery a step further.



JOIN US

At BAEKKE, are on a mission to revolutionise jewellery for a young audience who are hungry for ways to express their identities. Be part of a brand that empowers Gen Z by combining individuality and sustainability – and has the potential to transcend both borders and cultures.

For more information, please contact ls@baekke.shop

