

Be | OUTSPOKEN

Be OUTSPOKEN Launches eCommerce Platform for Online Hide Sales

Be OUTSPOKEN is ready to Make Waves with the debut of home décor empowerment product line via web platform
www.be-outspoken.com



Vancouver, British Columbia, May 2020 — We place original artwork on sustainable hides and our passion is to create beautiful statement décor affirming empowerment and equality. Our product line is an expression of core values with conviction and strength, offering daily inspiration to live your best life. And, we are proud to announce our one-of-a-kind, limited-edition series product is available for purchase at our newly launched web site www.be-outspoken.com.

Susan Kaineg, CEO, Inventor and Founder shares her intentions behind Be OUTSPOKEN, “The brand values and product line are forged from the disempowerment I personally experienced while building technology startup companies throughout my career. During years of being subjected to gender bias even as a business owner and executive, I sought private inspiration. Learning to empower myself was vital. Our signature designs exude positivity, resilience, and empowerment — part of the foundational path to self-actualization. Each design carries with it this sentiment.”



Buyers can order Be OUTSPOKEN limited-edition series collectibles using our online bespoke program allowing personal custom selections from one of our signature designs, many hides and trims. There are an infinite number of options of

colourways and patterns to ensure that no Be OUTSPOKEN hide will ever be duplicated twice, enabling beautiful coordination with other décor in residential or commercial spaces. We believe in strong imagination, the power of art and handcrafted artisanship. Each final product is evidence of the power of creativity and the human spirit.

Be OUTSPOKEN has developed an unprecedented, proprietary process using some of the finest pigments from Italy in a multi-coloured approach borrowing mixed-media techniques from acrylics painting and several other artistic methods.

This process has taken over 18 months to perfect. With hair-on hides, it is nearly impossible to deliver vibrant colors as well as the durability to easily withstand foot traffic for years. We also add a special UV-protective coating which fortifies the colours and resists sun fading. Trim is double-stitched with heavy-duty upholstery thread.

The final statement piece requires over 25 hours of handcrafted artisanship with each hair-on hide artwork as its own one-of-a-kind incarnation. Small variations of color and texture emphasize uniqueness brimming with originality and spirit.



About Be OUTSPOKEN: We place original artwork on sustainable hides with designs that focus on empowerment and equality. Buyers can order Be OUTSPOKEN limited-edition series collectibles through our Bespoke Program with a personal custom selection of art designs, hides and trim. There are an infinite number of options of unique colourways and patterns. Our driven goal with Be OUTSPOKEN is to impart inspiration and empowerment for those like-minded individuals seeking daily doses of empowerment, and reminders to strive for our best selves. Contact: Susan M. Kaineg, Be OUTSPOKEN, 314.952.2302, susan@be-outspoken.com.

