

My name is Alexandher Peterson and I'm the founder of BEBAE clothing brand. BEBAE originates from a long passion I've had for fashion and the emotional connection it has to the human wearing it. My mission with BEBAE is to create products that symbolize the deep connection two humans can share, regardless of race, religion, gender or status... To provide relationships across the globe with a way of expressing their happiness, both in quality and aesthetics.

The foundation of the company was tied directly to my journey in the design industry, and I attribute much of the brand's success to the core design principles I learned through my undergrad. I decided on my career path at a very early age and set my sights on becoming an authority in the world of web design. It wasn't until recently that I saw firsthand what the top of this industry really looked like, and just how ugly it was. It's not what I envisioned for myself, nor my family. BEBAE was an opportunity to make the changes I needed, and ultimately to re-align my career with my own beliefs. I believe that each milestone we reach as a company will continue to push my potential as both a designer and entrepreneur.

Moving forward, BEBAE will always prioritize diversity and freedom. From the beginning my goal has been to provide couples with clothing that is more than just fabric covering your body. Each pair of garments has a special connection between two individuals that wear it. It can be felt every time you put on your hoodie, or jump into your joggers. It's an unspoken message that you are part of a team. The team that has no rules, no restrictions and certainly no discrimination. Bae isn't defined as a boy or girl, man or woman, king or queen. Bae is the one person in your world, that you will always put **before anyone else**.