

Bin Bam Bitá: how to re-launch a business with leftovers from a wreck

LOCATION: Almería

VTR: 1'36"

SUMMARY: Álex Pierre is a young entrepreneur from Almería who failed in his first business adventure, a clothing and shoe store, but he has re-launched his new business with leftovers from the shop, transforming the classic plimsolls into designer's trainers, unique hand-made designs that he now sell on the net.

VTR:

Alex visits his old shop. His business closed down over five years ago. He used to sell clothing and shoes.

ÁLEX PIERRE
Bin Bam Bitá Creator

"That's all there is left of my old business, the number that I hand painted: and well, the experience too. As everyone says one learns from one's mistakes. So with a great amount of positive energy I now run Bin Bam Bitá.

Because Bin Bam Bitá has become a business revival strategy for this entrepreneur. From failing to triumph with the design and transformation of the same unsold plimsolls left over from his old business that he now sells on the Internet.

ÁLEX PIERRE
Bam Bitá Creator

"The first ones were the Black Rain, that's how it all started. No? They were the first Bin Bam Bitás..."

He is the mind behind the design of such an original collection; with his own hands he transforms these shoes into artwork pieces. His inspiration comes from music and photography.

ÁLEX PIERRE
Bin Bam Bitá Creator

"Being made of cotton canvas gives me the opportunity to capture any idea, any sketch any design that comes to mind"

Perseverance and a will to learn are the secrets for this young entrepreneur who is now thinking of a business expansion.

ÁLEX PIERRE
Bin Bam Bitá Creator

"Include my designs into other show type surfaces and into cotton handbags"

Simple plimsolls turned into funny and suitable for all pockets designer shoes. Their price is under 20€ and they can be bought with a single click.

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