



*STAY CONNECTED WITH US*

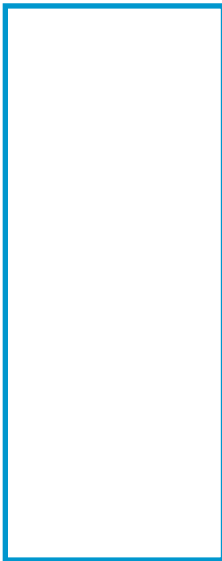
⊗ *EVENTS AT 4321 RALE*

⊗ *www.beatnik.co.com*

⊗ *IG @BEATNIKCO*

⊗ *TW @BEATNIKCO*

4321 Rale St.  
San Francisco, CA  
93415





***B**EATNIK is a nature, urban, and psychedelic-influenced clothing and lifestyle brand that seeks to style surfer, skate, punk, and hippie- identifying youth in the rising demographic of sustainability-conscious consumers. All materials are sourced from sustainable (second-hand, recycled) materials.*

*Located in San Francisco, California, BEATNIK relies heavily on the downtown culture of the city and proximity to the Sierra Mountain Range to fuel it creatively. BEATNIK is a medium-sized company, having expanded along the west coast.*



*While its roots are in clothing, BEATNIK has expanded its focus to include general branded merchandise (sunglasses, water bottles, stickers, bags), as well as specialty items like skateboards and art prints.*

*BEATNIK's image is predicated on being counterculture, something that's natural and a part of the groups it seeks to serve- skaters, punk kids, hippies- while being aware of the toll the clothing industry has on the planet. While its origin is urban, the brand retains a fascination with nature and seeks to find a balance between the two.*

