

Ali Baha Kutan | Conscious Lifestyle Designer

"Consciously applying my tools in our daily life..."

Twenty-five years plus contributing to Men's and Women's Lifestyle Concept Collections.
Designing and enhancing today with awareness and trendsetter Lifestyle's
for the thriving circular system for the world of tomorrow.

STRONG AREAS

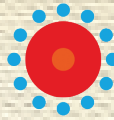
Creat, Design, Enhance, and Guide

Thriving and Sustainable Concept Designer
Company and Product Enhancer
Corporate Identity Concept Creator
Image Creator
Color Expert - "Living with Color"
Wearable accessories designer
Graphic & Website Creator
Visual Art Director for Advertisement, Marketing & PR
Feel Good Environment Designer
Working Space Designer
Showroom Designer
Boutique designer
Window designer
Event & Workshop Designer
Team leader and player, Collaborating with other teams
"Eco-life" & Organic DOER and supporter
Transformer
And a Dreamer...

ACCOMPLISHMENTS

All Organic, Root Dye, Lifestyle Collections, New York 2005
Root Dying Technic to fixate on cotton yarn Awarded and Copyright, Istanbul 2006
Awarded "10 Best Upcoming New Designer", Pitti Uomo, Italy 2006
Choosing "The Top Ten 100 Designer, Las Vegas 2007
Awarded "Trendy Dress Shirt Designer, Istanbul 2008
"Golden Hand" Award 50%--80% retail plus for company sales, 2007 - Present

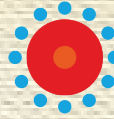
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QUALIFICATIONS

- **Inspirational Leadership & Personal Coaching:** Master of initiating transformative journeys with ease, guiding teams and individuals to new beginnings with joy, purpose, and clarity in a "Feel Good Environment." Empower teams with motivational tools and visionary guidance, unlocking their potential to achieve remarkable results.
- **Creative Innovation & Strategic Problem-Solving:** A visionary designer who brings innovation and a deep sense of purpose to every project. Specializing in developing creative, out-of-the-box solutions that drive success. From conceptual storyboards to pre-production, adept at refining designs with precision, elevating them into unique, cutting-edge creations.
- **End-to-End Garment Design & Production Expertise:** Exceptional expertise in garment creation—from flat drawings and fabric selection to fittings and pre-production adjustments. Collaborates seamlessly with design teams, ensuring flawless execution and top-tier craftsmanship throughout the process. A trusted partner in every stage of development, translating vision into reality.
- **Brand Development & Aesthetic Direction:** A skilled collaborator with Creative Directors to cultivate and enhance the aesthetic DNA of brands, ensuring cohesive unification across collections. Refines and strengthens brand identity, creating captivating narratives that resonate deeply with target audiences and reflect core values.
- **Trend-Driven Menswear and Womenswear Design:** An adaptable and visionary Menswear designer, consistently staying ahead of fashion and streetwear trends. Masterfully crafts collections that align with current market demands, creating desirable, trend-forward products that support innovative sales strategies across all retail tiers.
- **Customer-Centric Design & Lifestyle Alignment:** In-depth expertise in aligning design strategies with target customer profiles. Creates collections that authentically reflect and enhance the lifestyle of the audience, driving engagement and ensuring lasting brand loyalty.
- **Advanced Design Software Mastery:** Proficient in transforming garment design concepts into professional, detailed illustrations using industry-leading software like Adobe Illustrator and Photoshop. Accurately translates client visions into tangible designs with precision and clarity.
- **Accessory Design & Graphics Expertise:** Expertise in designing stylish accessories that complete and elevate collections, including bags, shoes, hats, scarves, and belts. Develops striking graphics, from logos to prints and packaging, with a special focus on materials, including hand and machine knits, leather, and suede.
- **Retail & Showroom Concept Design:** Highly experienced in collaborating with architects and interior designers to create retail store and showroom concepts that align with brand vision. Designs custom furniture, lighting, and fixtures, ensuring every space is both functional and aesthetically aligned with the brand's ethos.
- **Visual Merchandising & Window Display Mastery:** Crafts stunning, concept-driven window displays that draw attention, captivate customers, and visually communicate the essence of the brand's collections, leaving a lasting impression.
- **Marketing, PR, & Creative Collaboration:** Collaborates closely with PR agencies to develop and execute innovative advertising and marketing strategies. Creatively directs photoshoots, catalogs, and commercial productions, ensuring that every visual element aligns with the brand's identity and resonates with its audience.
- **Educational Leadership & Mentorship:** An influential mentor and thought leader, conducting university lectures and seminars to inspire and guide new students, graduates, and startups. Offers a wealth of industry knowledge, fostering the next generation of designers and creative thinkers.

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EXPERIENCED AND SERVICED

ALTAR - Design Director, London

High-end Women's and Men's Nomadic Lifestyle Collection

04/2021 - Present

Baha Kutan, Inc - CEO, New York

Founder and Design Director menswear collection **Baha K** and **Seveneves** high-end lifestyle menswear organic full collection

01/2005 - Present

Presented Retail Stores: Great Britain - Autograph, Brother to Brother, Design Works, Diverse Man, Harrods department store; **Paris** - Colette; **New York** - Atrium's, Big Drop; **Boston** - Louis Boston; **Los Angeles** - Fred Segal, Scott; **Japan** - Nano Universe, Beams, Blue Cactus, Accuate; **Milan** - Purple; **Moscow** - Gardarobe; **Istanbul** - Mayadrom, Bil's store, Beymen department store, Pag Tasarim, Kitsch Deluxe

Patriarch Partners, LLC / 180'S - Design Director, New York

Men's and Women's Outdoor Sustainable Outerwear, Gloves and Ear Warmers Collection

03/2019 - 09/2020

Orka Group - Art Director, Istanbul

High quality fabrics and elegant designs with **Damat** menswear brand. **Tween** trendy designs and edgy style,

D'S DAMAT mens pret-a-porter industry with its extensive network of stores over 200 growing sales points globally.

2/2013 - 3/2014

Bilsar - Design Director, Istanbul

Distributor and manufacturer high end lifestyle boutique, Bil's Store that manages a broad portfolio of owned and licensed brands including, Austin Reed, Ar Red, Bil's, Fred Perry, An Original Penguin and Muji.

1/2007 - 7/2011

Sean John Outerwear - Head Designer, New York

7/2001 - 10/2003

G-III Apparel Group - Designer, New York

1/2001 - 7/2001

Scotch & Soda - Head Designer, Istanbul

4/1998 - 5/1999

PROJECT BASED , New York

Consultant: Prepared Design Packages, Story Board,, Tech Packages, Flats Drawings and Renderings and line sheets.

5/1999 - Present

Additional: Store Design Concept, Window Design, Showroom Design and Corporate Identity Branding for the following Brands

John Varvatos, Rogan Jeans, :Pepe Jeans London, Marithe Francois Girbaud, Nautica, Victoria Secret's, Donna Karan, Calvin Klein, Perry Ellis International, Izod/Philips-Van Heusen, Jones New York, Nine West, J. Crew

EDUCATION

Living with Color with Mark Wentworth, London

May 2015

Fashion Institute of Technology, New York

May 1999

Associate in Applied Science Menswear Design Major

Additional Courses: Interior Design

New York Institute of Technology, New York

May 1994

Bachelor of Science in Business Administration & Management

Additional Courses: Interior Design, Architecture, Advertising, Marketing & Merchandising

TOOLS

"Awarely using my tools, in our daily life..." On-PHYSICAL, EMOTIONAL, MENTAL AND SPIRITUAL Bodies. For more info please visit www.alibahakutan.com

Adobe Photoshop and Adobe Illustrator

Garment Knowledge - Pattern making, sewing, draping, constructing and specing a garment, sampling: protos, samples, fitting through pre-production