

JORDAN CAMILLE BAUTISTA

APPAREL & GEAR DESIGN SPECIALIST /
COLOR DESIGNER /
CREATIVE CONSULTANT

CONTENT

WORK EXPERIENCE

LOCATION

SALZBURG, AUSTRIA
HERZOGENAURACH, GERMANY
NEW YORK, NY - USA
MADISON, WI - USA

PROJECTS

CONTENT

LOUNGE & LIFESTYLE
ACTIVE
MOTORSPORT
CYCLING

CONTACT INFO

LET'S COLLABORATE

US MOBILE
EMAIL
WEBSITE

ABOUT ME

MORE INFO

WORK EXPERIENCE

MADISON

WI, USA

LANDS END
FIGS

NEW YORK

NY, USA

CASTLEWOOD APPAREL GROUP
LIQUID KNITS
ATM COLLECTION
NY STUDIO BRAND INC.
LF USA
CALVIN KLEIN
FELTRAIGER
BELSTAFF
RAG & BONE
ALEXANDER WANG

*PRIVATE CONSULTING

HERZOGENAURACH

GERMANY

PUMA GROUP

SALZBURG

AUSTRIA

KISKA GMBH
<https://kiska.com/>

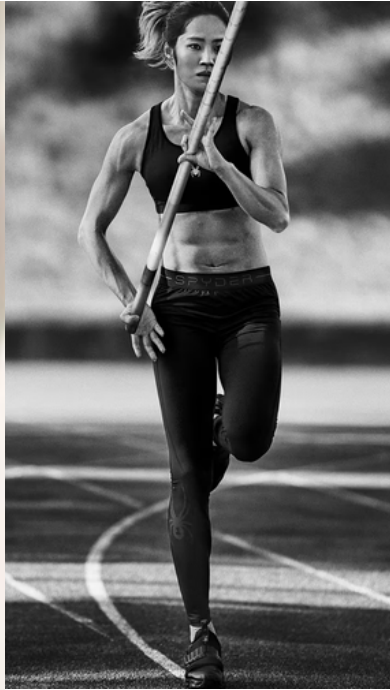
PROJECTS



001

**LOUNGE/
LIFESTYLE**

ATM COLLECTION



002

ACTIVE

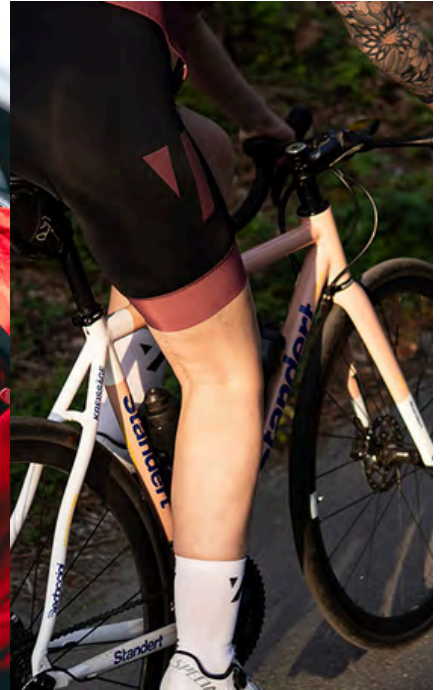
SPYDER WOMENS ACTIVEWEAR



003

MOTORSPORT

PUMA X BMW M MOTORSPORT
(WOMENS APPAREL)



004

CYCLING

VOID
(MENS & WOMENS)



PROJECT 001

ATM COLLECTION

LOUNGE / LIFESTYLE COLLECTION

ROLE: APPAREL DESIGNER, ACROSS ALL STYLE CATEGORIES



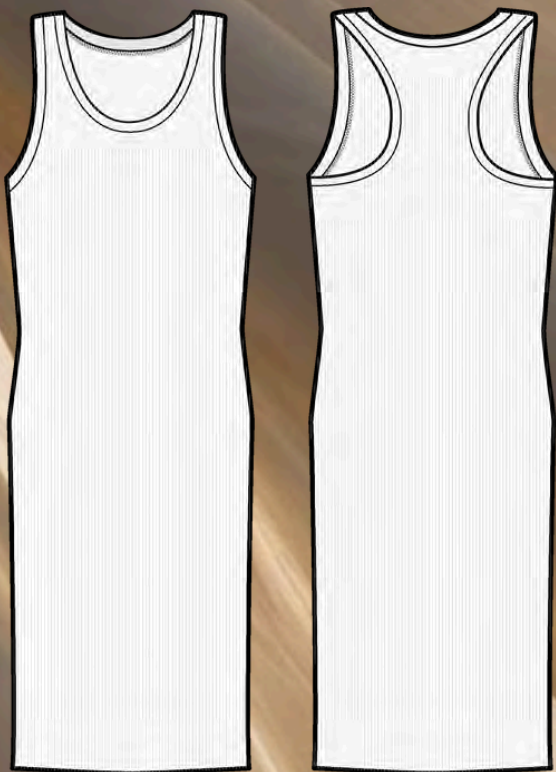
ATM Collection – Modal Rib Capsule

The Modal Rib Collection was developed in close collaboration with Tony Melillo as part of ATM's commitment to elevated essentials grounded in comfort, quality, and sustainability. Designed with a refined, minimal silhouette in mind, each piece in the collection highlights the body's natural form through soft drape, gentle compression, and luxurious touch.

We sourced a custom modal rib fabric, produced through an eco-conscious process and responsibly milled in Peru, using sustainable forestry practices and low-impact dyes. The fiber's natural softness and breathability make it ideal for all-season wear, while the rib structure enhances flexibility and retention across wear and wash.

The collection includes tank dresses and bodysuits with clean, scoop necklines, second-skin layering tops, fitted tanks and leggings ideal for lounge or refined casual wear. Designed to transition effortlessly from lounge to street, this capsule celebrates simplicity, sustainability, and subtle sensuality—hallmarks of ATM's design ethos.

A T M
ANTHONY THOMAS MELILLO



MODAL RIB TANK DRESS, SHORT

*Core Collection staple style

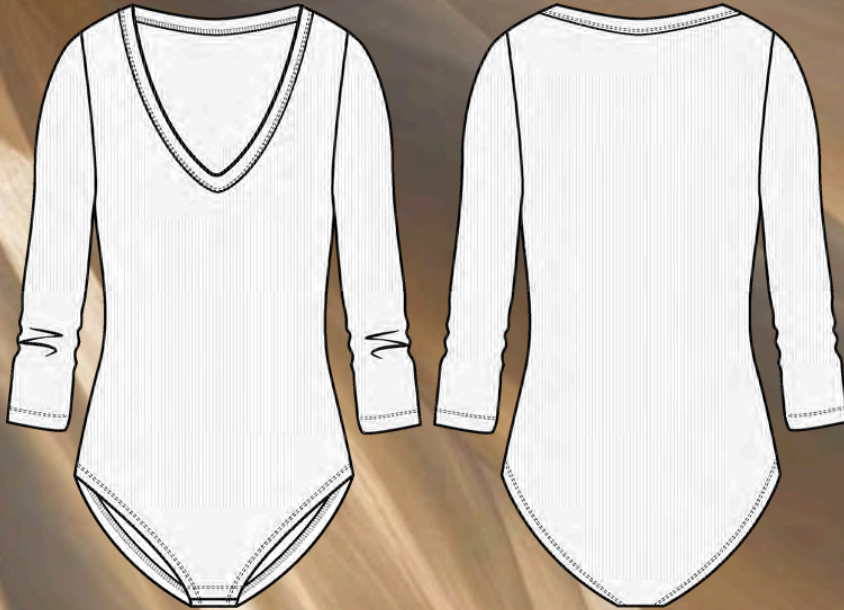
COLOR/S: Stone & Black

MATERIAL: Micro Rib, Modal w/ Lycra, Peruvian

DETAILS:

- Slim fit
- Tank style bodycon dress
- U-shaped front neckline w/ racer style at back





MODAL RIB 3/4 SLEEVE BODYSUIT

*Core Collection staple style

COLOR/S: White & Blush

MATERIAL: Micro Rib, Modal w/ Lycra, Peruvian

DETAILS:

- Slim fit
- 3/4 sleeve style bodysuit
- U-shaped front neckline
- Snap button closure at saddle





MODAL RIB TANK

*Core Collection staple style

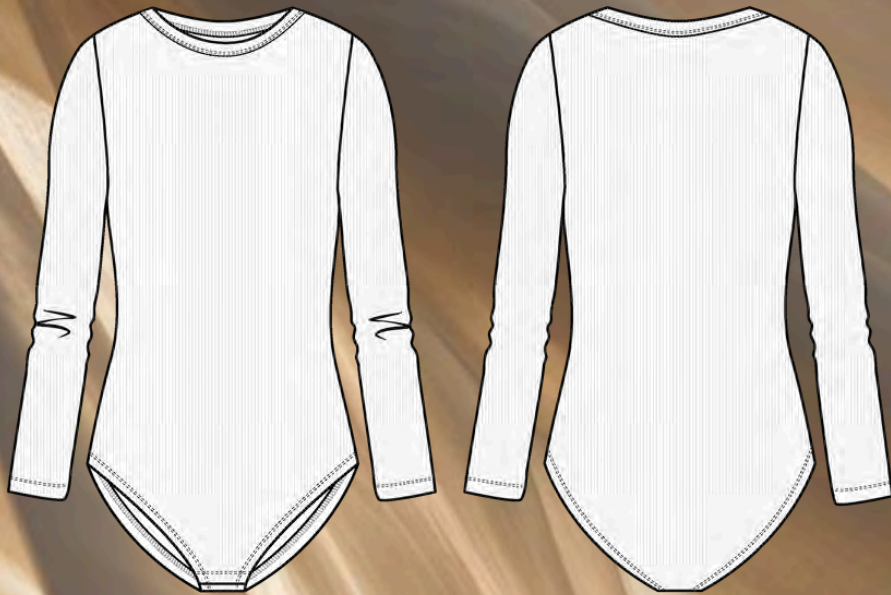
COLOR/S: White & Black

MATERIAL: Micro Rib, Modal w/ Lycra, Peruvian

DETAILS:

- Slim fit
- Tank style
- U-shaped front neckline





MODAL RIB LONG SLEEVE BODYSUIT

*Core Collection staple style

COLOR/S: Blush

MATERIAL: Micro Rib, Modal w/ Lycra, Peruvian

DETAILS:

- Slim fit
- Crewneck style
- Snap button closure at saddle





ATM Collection – Second Layer & Soft Outerwear

This capsule collection was designed to elevate the everyday with a focus on cozy sophistication and quiet luxury. Blending lounge-worthy softness with refined silhouettes, these second-layer and soft outerwear pieces were created to transition effortlessly from at-home comfort to out-of-office casual.

Each style embodies ATM's signature approach: minimal, considered, and fabric-first. Crafted in plush, premium yarns and brushed textures, the collection features oversized hoodies, belted wrap coats, relaxed cardigans, and softly structured knits. Subtle design details—like clean patch pockets, modern proportions, and tonal palettes—add a sense of restraint and elegance.

Perfect for layering, these styles support a laid-back lifestyle without sacrificing polish. Whether paired with ribbed essentials, easy knits, or tailored jersey pieces, this collection offers timeless comfort that's both relaxed and elevated.



COCOON HOODED ZIP-UP COAT

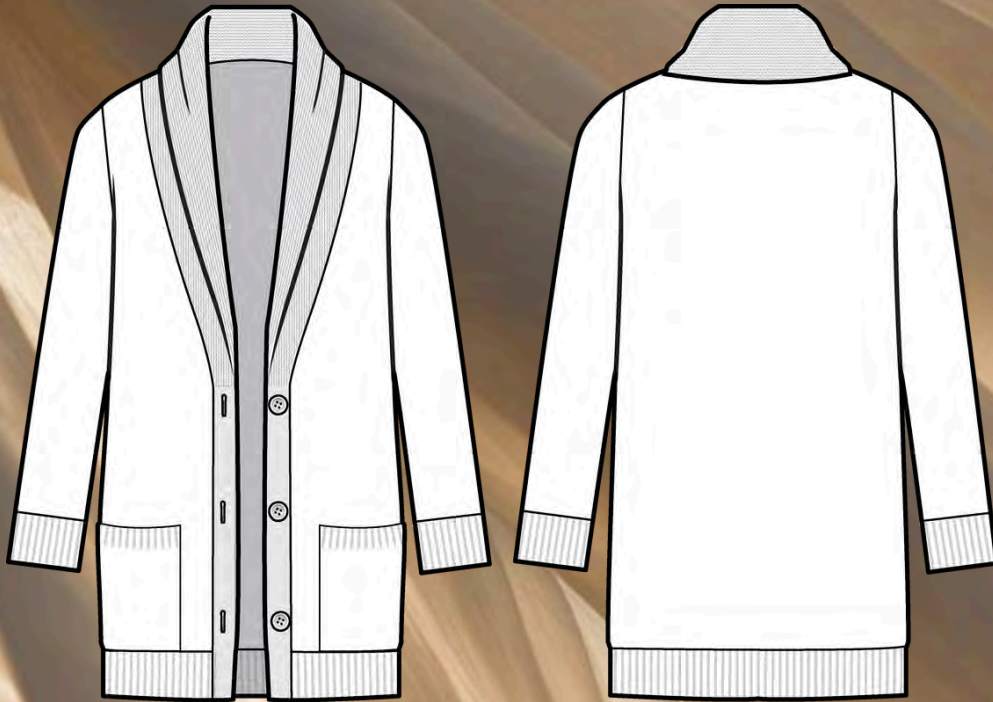
COLOR: Stone

MATERIAL: Wool/Cotton blend, Italian

DETAILS:

- Oversized fit; hooded
- Center front zipper closure
- Front pockets at forward seam
- Articulation at elbow bend
- Hanger loop at inside back neck
- Fully finished interior seams with ribbon binding





SHAWL COLLAR COZY CARDIGAN

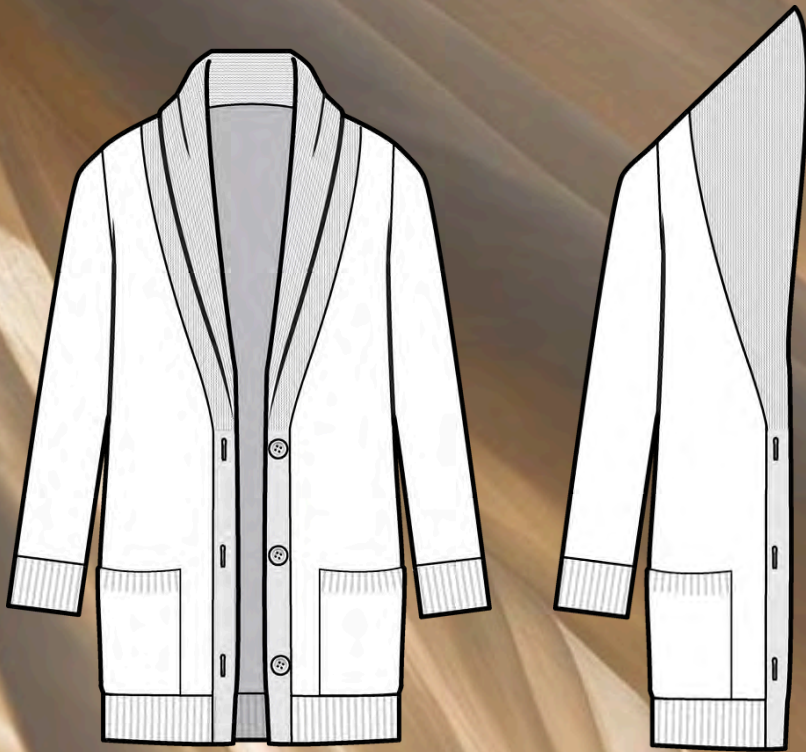
COLOR: Peach

MATERIAL: Merino and Cashmere Blend

DETAILS:

- Relaxed fit
- half Milano knit structure for oversized shawl collar
- 2x2 rib knit body structure
- Center front 2-button closure
- Front pockets





SHAWL COLLAR COZY CARDIGAN

COLOR: Peach

MATERIAL: Merino and Cashmere Blend

DETAILS:

- Relaxed fit
- half Milano knit structure for oversized shawl collar
- 2x2 rib knit body structure
- Center front 2-button closure
- Front pockets





FLEECE OVERCOAT

COLOR: GREY/BLACK

MATERIAL: Cotton/Wool Blend, Italian

DETAILS:

- Oversized fit
- Center front 2-button closure
- Front pockets
- Side vents
- Back yoke and center back seam detail
- Back strap detail
- Fully finished interior seams with ribbon binding





FLEECE OVERCOAT

COLOR: GREY/BLACK

MATERIAL: Cotton/Wool Blend, Italian

DETAILS:

- Oversized fit
- Center front 2-button closure
- Front pockets
- Side vents
- Back yoke and center back seam detail
- Back strap detail
- Fully finished interior seams with ribbon binding



ATM
ANTHONY THOMAS MELILLO



FELT PLATED OVERCOAT

COLOR: NAVY/BLACK

MATERIAL: Merino / Felted Wool, Italian

DETAILS:

- Relaxed fit; long
- Double lapel collar
- Center front tie closure along waist
- Front pockets
- Hanger loop at inside back neck
- Fully finished interior seams with ribbon binding





SPYDER

SPYDER WOMENS ACTIVE COLLECTION
ROLE: FREELANCE DESIGNER
FEATURES: IDEATION AND COLOR PROCESS

PROJECT 002



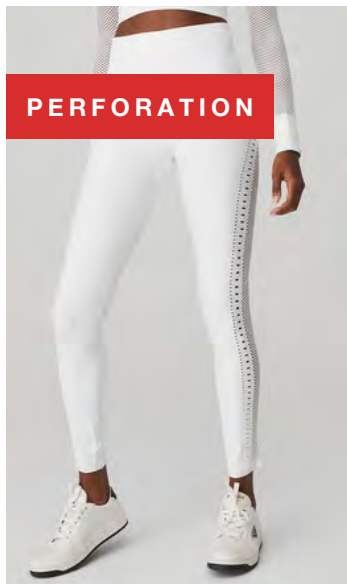
SPYDER ACTIVE WOMAN



The **SPYDER ACTIVE** woman is confident, dynamic, and unstoppable. She thrives on adventure, embracing every challenge with strength and style. Whether she's conquering trails, hitting the gym, or navigating the demands of her everyday life, she values high-performance apparel that moves seamlessly with her.

Her wardrobe reflects her multifaceted lifestyle—technical, functional, and effortlessly modern. She seeks pieces that combine sleek design with innovative fabrics, delivering comfort, durability, and a bold sense of individuality. The Spyder Active woman isn't just active; she's driven, inspired, and always ready for what's next.

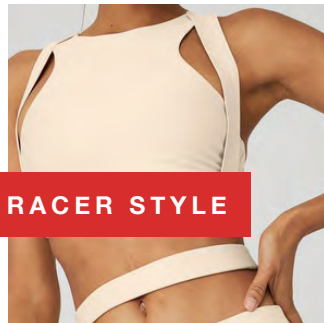
STYLE INSPO



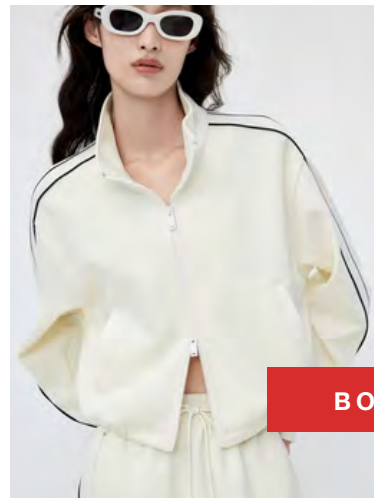
PERFORATION



NEW TEE



RACER STYLE



BOMBER



ACTIVE SWEATERKNIT



PULLOVER EASE



COLOR PALETTE



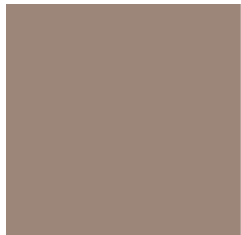
MOCHA TONES: These rich, earthy browns evoke the natural warmth of autumn, providing a grounding and versatile base for activewear. They resonate with Spyder's outdoor and performance-focused brand ethos, suggesting durability and timeless appeal.

DEEP BURGUNDY: A sophisticated, rich hue that embodies the seasonal transition, this color adds a touch of elegance while maintaining a bold and energetic feel. It pairs seamlessly with both neutral and vibrant shades, enhancing the collection's versatility.

DYNAMIC BLUE: The vibrant blue injects a modern, sporty edge into the collection. This shade represents movement, energy, and technical innovation, which are core to Spyder's identity. It's a striking accent that contrasts beautifully with the warmer tones.

BRIGHT RED: This bold, energetic red symbolizes strength and passion. As an accent, it commands attention and reinforces the active and dynamic spirit of the brand.

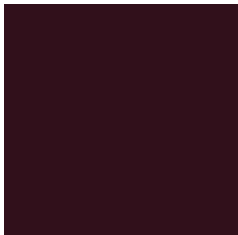
BLACK, WHITE AND MEDIUM GREY MELANGE (CORE COLORS): These essential neutrals form the backbone of the collection, ensuring versatility and cohesion across all designs. Black conveys sophistication and timelessness, white adds a clean and fresh contrast, and medium grey melange provides a soft, contemporary base that is synonymous with activewear staples.



PANTONE
16-1310 TCX
Natural



PANTONE
19-1718 TCX
Fig



COLORO
159-23-15
Cherry Lacquer



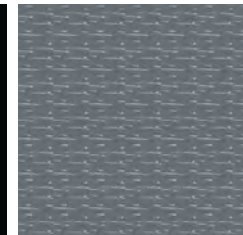
PANTONE
2738 C



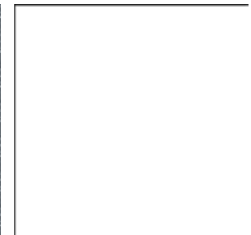
PANTONE
18-1763 TCX
High Risk Red



PANTONE
Black C



PANTONE
16-3915
Stonewashed
Heather



PANTONE
11-4001 TCX
Brilliant White



DESIGNS

TEE & TANKTOP



TEE

- Material: Organic Cotton & TENCEL™ Lyocell Blend (60% Organic Cotton, 40% TENCEL™ Lyocell)
- Handfeel: Ultra-soft and smooth, with a natural drape.
- Material Weight: Lightweight, 150-160 GSM (grams per square meter).
- Performance Features: Breathable, moisture-wicking, and anti-odor (achieved through natural antimicrobial finishes).
- Finishes: Enzyme-washed for added softness and a polished surface.
- Design Details: Features a side opening detail

TANKTOP

- Material: Recycled Polyester with Spandex (85% Recycled Polyester, 15% Spandex)
- Handfeel: Smooth, slightly silky, with a cool touch.
- Material Weight: Lightweight, 160-180 GSM.
- Performance Features: Quick-drying, high stretch for freedom of movement, and excellent moisture-wicking.
- Finishes: UV protection coating (optional) and antimicrobial finish for freshness.



DESIGNS

WORKOUT TOP/BRA
& LEGGING



WORKOUT TOP/BRA TOP

- Material: Recycled Polyester and Spandex Blend (75% Recycled Polyester, 25% Spandex)
- Handfeel: Soft with a slight compression feel for support.
- Material Weight: Medium weight, 200-220 GSM.
- Performance Features: Excellent elasticity, moisture management, and anti-odor properties.
- Finishes: Power mesh inserts for breathability and a soft brushed elastic band for comfort.
- Design Details: Features perforation at back panel, along with a stash pocket

LEGGINGS

- Material: Recycled Nylon with Elastane (78% Recycled Nylon, 22% Elastane)
- Handfeel: Soft and compressive with a matte finish.
- Material Weight: Medium weight, 220-240 GSM for durability and opacity.
- Performance Features: High stretch and recovery, moisture-wicking, squat-proof, and abrasion-resistant.
- Finishes: Brushed interior for extra comfort and flatlock seam construction to prevent chafing.
- Design Details: Features a zip pocket at back waistband and perforation at side legs



DESIGNS

FLEECE HOODIE ACTIVE SWEATERKNIT ZIP-FRONT BOMBER JACKET



LEECE HOODIE

- Material: Recycled Polyester Microfleece with Elastane (95% Recycled Polyester, 5% Elastane)
- Handfeel: Ultra-soft with a plush, velvety interior.
- Material Weight: Medium to heavy weight, 260-300 GSM.
- Performance Features: Thermal retention, breathability, and stretch for comfort.
- Finishes: Brushed interior for warmth and flatlock seams for enhanced durability.
- Design Details: Features adjustable drawcords at neck opening, exaggerated side slits for ease in wear and removal, along with ribbed cuff made of a soft, stretchable knit material for added comfort and a clean, sporty finish.

ACTIVE SWEATERKNIT ZIP-FRONT

- Yarn Recommendation: Recycled Nylon and Spandex Blend Yarn (70% Recycled Nylon, 30% Spandex)
- Key Properties:
- Softness: The nylon provides a smooth and soft texture, ensuring comfort for form-fitting designs.
 - Stretch and Recovery: The high spandex content ensures excellent stretch and recovery, perfect for a body-hugging fit and ease of movement.
 - Durability: Nylon enhances abrasion resistance and longevity
 - Moisture-Wicking: Nylon manages moisture; knit structures can enhance breathability.
 - Material Weight: 230-250 GSM (medium weight) to balance structure and flexibility.
 - Knit Structures: 1) Compression Zones: Use denser ribbed or jacquard knits in key areas like the abdomen or arms for added support and structure. 2) Ventilation Zones: Open mesh or honeycomb knit patterns on high-heat areas (underarms, back) for breathability and temperature regulation. 3) Stretch Zones: Smooth, seamless knit around joints and flex points (shoulders, elbows) for unrestricted movement.

BOMBER JACKET

- Material: Recycled Polyester Twill with Spandex (90% Recycled Polyester, 10% Spandex)
- Handfeel: Smooth and slightly structured, with a luxurious matte twill texture that feels soft but durable.
- Material Weight: Medium weight, 200-220 GSM.
- Performance Features: Wind-resistant, water-repellent, and breathable, with a touch of stretch for mobility.
- Finishes: Durable Water Repellent (DWR) coating for water resistance, heat-sealed seams for added durability, and a subtle sheen that enhances the premium look of the twill fabric.
- Design Details: Features ribbed collar, armhole insert, cuffs, and waistband made of a soft, stretchable knit material for added comfort and a clean, sporty finish.



COLLECTION STYLING OVERVIEW





PROJECT 003

PUMA X BMW M MOTORSPORT

INLINE LIFESTYLE COLLECTION

ROLE: APPAREL DESIGNER, ACROSS ALL STYLE CATEGORIES

FEATURED: 50 JAHRE ANNIVERSARY COLLECTION

AUTUMN/WINTER 2022 STATEMENT COLLECTION

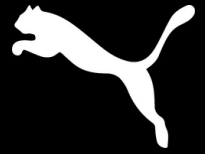
LICENSING INTERNATIONAL EXCELLENCE AWARD





50 JAHRE

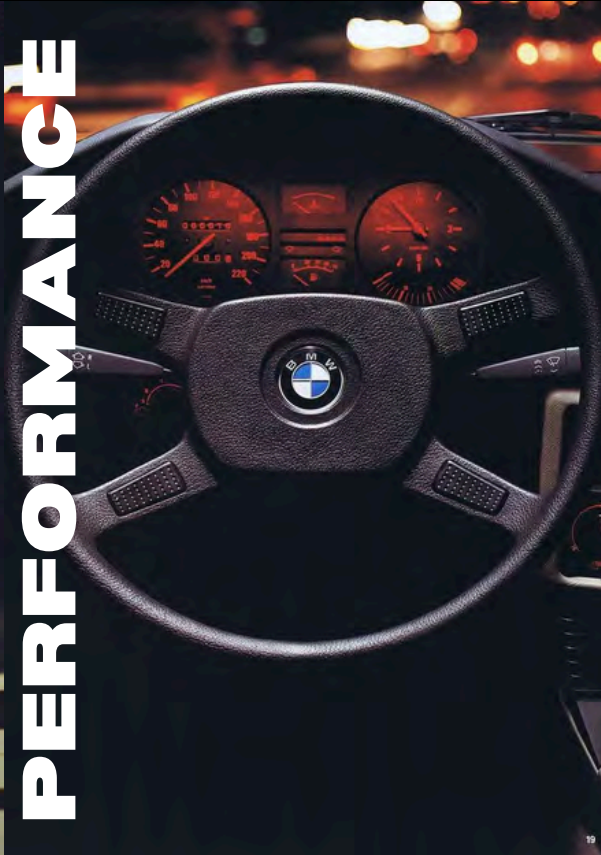
Motorsport



LEGACY



PERFORMANCE



CULTURE



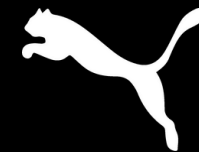
EXCITEMENT





50 JAHRE

Motorsport



The Legacy of BMW M Motorsport

BMW M has been synonymous with speed, precision, and dominance on the track since its inception in 1972. The iconic M colors—blue, violet, and red—were originally chosen to represent BMW's racing partnerships, with red symbolizing passion, power, and racing intensity. The Fiery Red in the collection echoes this motorsport heritage, evoking the spirit of BMW's legendary race cars from the past and present.

Motorsport Culture and Performance Symbolism

In motorsport, red has always been associated with performance, aggression, and championship-winning cars. Brands like Ferrari and other iconic racing teams have long used red to signify speed, adrenaline, and boldness on the track. BMW M's inclusion of this bold color in the apparel collection aligns with this tradition—paying homage to racing legends like the E30 M3 DTM and BMW's endurance racing teams.

The Connection to Car Enthusiast Culture

Beyond motorsport, Fiery Red has become an emblem of car culture itself. It's the color of high-performance sports cars, adrenaline-fueled street racing, and the raw energy of driving. The BMW M fanbase is made up of enthusiasts who appreciate bold designs, aggressive aesthetics, and high-performance engineering—elements that the Fiery Red apparel perfectly represents.

The Black and Red Contrast – A Timeless Racing Aesthetic

Pairing Fiery Red with Black in this collection creates a striking visual contrast, embodying both luxury and raw performance. Black represents stealth, precision, and control, while red adds the dynamic energy of speed and motorsport passion. This balance reflects BMW M's ethos—combining precision engineering with heart-racing excitement.



M 50 JAHRE

Motorsport



The use of FIERY RED alongside BLACK in the BMW M Motorsport 50 Jahre Anniversary Collection is deeply rooted in the heritage, passion, and high-performance DNA of the BMW M brand. This color choice was not only a stylistic decision but a tribute to BMW M's legacy in motorsport, car culture, and racing history.

BMW M Motorsport CI Colors



PANTONE
18-4051 TCX
Strong Blue

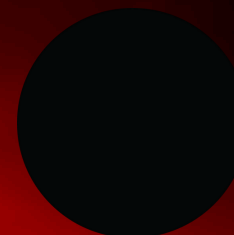


PANTONE
18-4027 TCX
Estate Blue

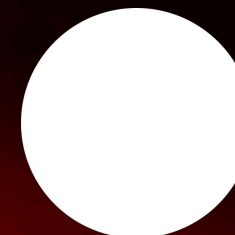


PANTONE
18-1664 TCX
Fiery Red

PUMA CI Colors



PUMA Black
7299

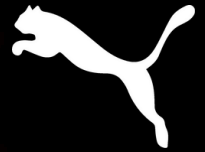


PUMA White
9101



M 50 JAHRE

Motorsport



**50 JAHRE
COLLECTION**
AUTUMN/WINTER



M 50 JAHRE



Motorsport



BMW M MOTORSPORT 50TH ANNIVERSARY HOODIE

- OUTER MATERIAL: 100% COTTON, HOOD LINING: 100% COTTON, RIB: 94% COTTON, 6% ELASTANE
- COMFORTABLE OVERSIZED STYLE
- EMBROIDERED BMW M MOTORSPORT BRANDING ON CHEST
- EMBROIDERED 50 APPLIQUÉ ON THE BACK

**50 JAHRE
COLLECTION**
AUTUMN/WINTER



M 50 JAHRE

Motorsport



BMW M MOTORSPORT 50TH ANNIVERSARY EDITORIAL SHOTS

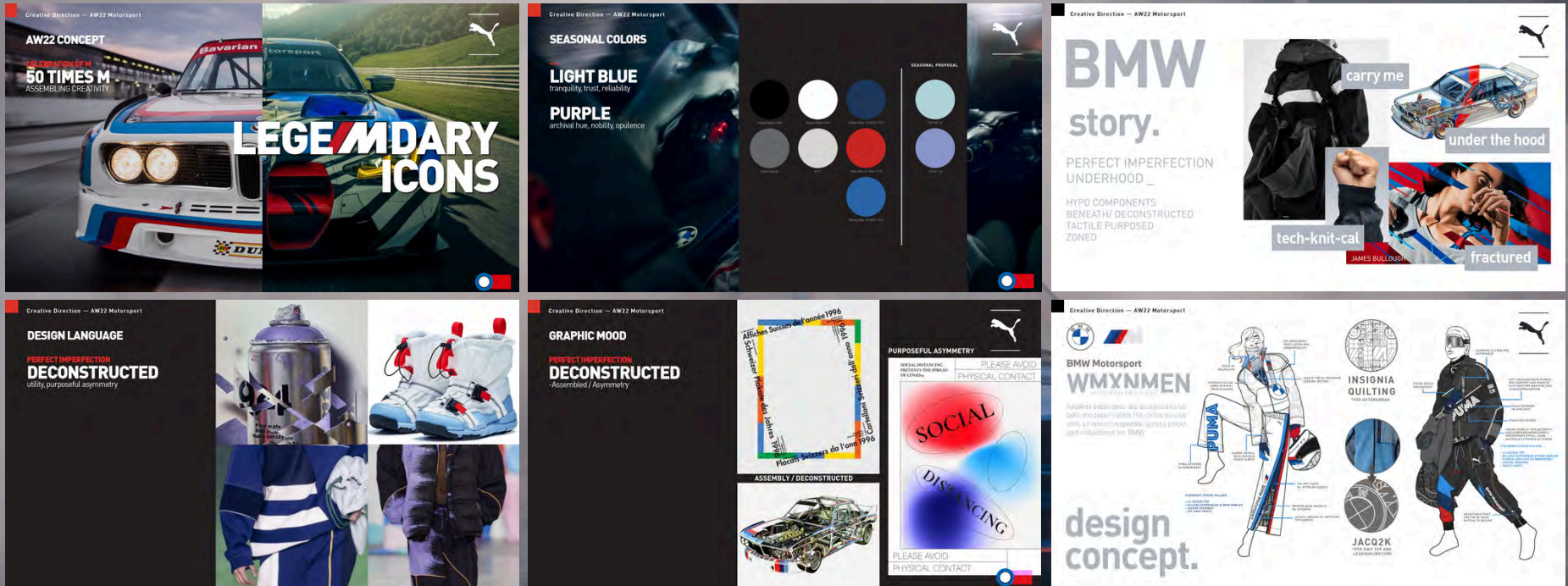
**50 JAHRE
COLLECTION**
AUTUMN/WINTER



LIFESTYLE COLLECTION



Motorsport



DESIGN IDEATION & COLOR PROCESS

**LIFESTYLE
COLLECTION**
AUTUMN/WINTER



Motorsport

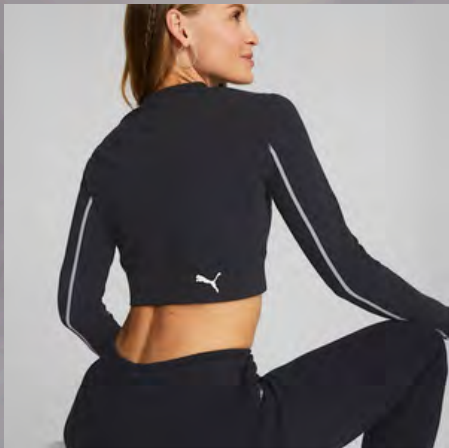




LIFESTYLE COLLECTION



Motorsport



BMW M MOTORSPORT WOMEN'S TOP

- SHELL: 93% COTTON, 7% ELASTANE, RIB: 97% COTTON, 3% ELASTANE
- TIGHT FIT, ASYMMETRIC COLOURBLOCKING, RIBBED CREW NECK
- RECYCLED CONTENT: MADE WITH AT LEAST 20% RECYCLED MATERIAL
- BMW M MOTORSPORT BRANDING ON FRONT HEM
- PUMA CAT LOGO ON BACK HEM

**WOMENS STATEMENT
COLLECTION**

AUTUMN/WINTER



ARTICLE RECOGNITION

LICENSING INTERNATIONAL EXCELLENCE AWARD

Motorsport



**PUMA X BMW M MOTORSPORT
WINS LICENSING EXCELLENCE
AWARD**

**PUMA'S BMW M MOTORSPORT
LINE WINS LICENSING
INTERNATIONAL EXCELLENCE
AWARD**

June 10, 2022

We are happy to let you know that PUMA X BMW M Motorsport won a licensing excellence award for the best licensed product. Bringing BMW M Motorsport from the track to the street culminated in record breaking sales and brand heat for PUMA in 2021. We are trying to constantly push the envelope with the the collection and to DOMINATE THE STREETS and CELEBRATE LEGENDS. This got recognised now by Licensing International and we won in category "Apparel or Accessory for a Corporate Brand".

The award honors innovation and creativity in the way brands use licensing to further their goals, how licensees develop and bring those products to market, and how retailers creatively spotlight licenses on their shelves.



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We are proud to be one of 25 award winners. They were selected from 165 finalists from around the world. More than 800 entries were received and were narrowed down by an expert global judging panel and voted on by members of the licensing industry at large.

What a fantastic success story!





DESIGN RECOGNITION

LICENSING INTERNATIONAL EXCELLENCE AWARD

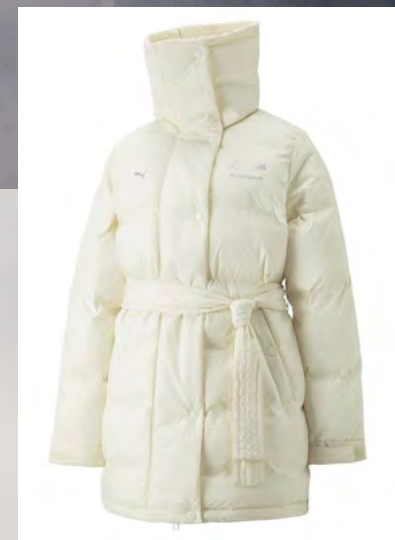
Motorsport





OUTERWEAR

Motorsport



BMW M MOTORSPORT WOMENS WINTER JACKET

WOMENS COLLECTION
AUTUMN/WINTER



OUTERWEAR

Motorsport



BMW M MOTORSPORT WOMENS WINTER JACKET

- SHELL: 100% POLYESTER, LINING: 100% POLYESTER, FILL: 100% POLYESTER
- ERGONOMIC FIT, FULL-ZIP CLOSURE, TWO SIDE POCKETS, INTERNAL STASH POCKET
- WARMCELL: BREATHABLE COLD WEATHER TECHNOLOGY DESIGNED TO TRAP HEAT CLOSE TO YOUR BODY AND KEEP YOU WARM DURING EXERCISE
- WINDCELL: TECHNOLOGY DESIGNED TO PROTECT AGAINST THE WIND AND KEEP YOU COMFORTABLE DURING EXERCISE

WOMENS COLLECTION

AUTUMN/WINTER



PROJECT 004

VOID

VOID ROAD & INDOOR CYCLING COLLECTIONS
ROLE: PROJECT LEAD AND CREATIVE DIRECTOR
FEATURED: VELTO AND CORE COLLECTION
VOID X ZWIFT INDOOR CYCLING COLLECTION

VOID CYCLING

The Velto Collection by VOID Cycling: TRUE RACING PERFORMANCE

The Velto Collection by VOID Cycling is designed for cyclists who demand top-tier performance and style. Engineered for an aggressive race position, the collection features premium Italian fabrics that offer a smooth, aerodynamic fit and a minimalistic design. Lightweight and breathable, these materials ensure optimal comfort and performance.

Key features of the Velto Collection include:

- **Aerodynamic Fit:** Tailored for a race riding position with a streamlined silhouette.
- **Premium Materials:** Super smooth, breathable Italian fabrics that are sustainably manufactured under the bluesign® SYSTEM, ensuring responsible resource use and minimal environmental impact.
- **Design Precision:** Laser-cut sleeves and silicone grips maintain a sleek fit and prevent movement during rides.
- **Innovative Construction:** Features like the Air-Mapping system in the chamois improve air circulation and reduce pressure, making the collection ideal for long-distance rides.

The Velto Collection embodies racing excellence with its cutting-edge design and superior functionality, providing cyclists with the performance edge needed to excel on every ride.

VOID

VOID
CYCLING

STATE OF VOID
Boundless in PLAY, in MOTION and in REST.

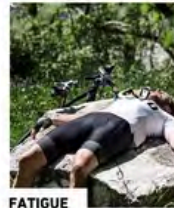
MADE BY CYCLISTS FOR CYCLISTS

VOID Cycling, a leading brand in the world of cycling apparel and accessories, embarks on an exciting journey this season. The aim to create a revolutionary collection that encapsulates the diverse states of existence that cyclists experience during their rides – be it the exhilarating feeling of "PLAY," the kinetic energy of "MOTION," or the peaceful moments of "REST." This collection not only showcases the essence of these states but also demonstrates the meticulous design process that goes into creating cycling apparel and accessories, highlighting mood, color strategy, and their applications.

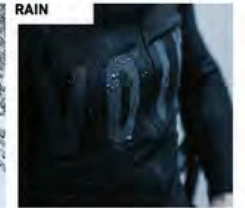
FIGHT



FATIGUE



COLD



RAIN

Persona OLAF



Thomas, 45 years old

Family Married, 2 kids
Job Architect
Income Mid/high
Location Halmstad, Sweden



Shopping behaviour

Price ○○○○● Quality
Image ○○○○○ Function
Reviews ○○○○○ Recommendation
Impuls ○○○○○ Awareness



Riding behaviour



Rides with his close friends / road bike community



Short but intense ride outs during the week.
Longer ride outs on the weekend



Brand landscape

- Long term
- Loyal
- Status driven
- Target oriented
- Premium

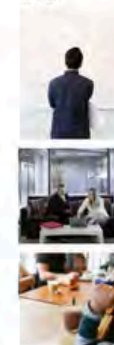
Qualien:
SJC Insights: The Shopping Habits of Generation XY, and Z, 2018
Deloitte Global: The Deloitte Millennial Survey 2017, 2019.
First Insights: The state of consumer spending: Gen Z Shoppers Demand Sustainable Retail, 2020.

THOMAS ONE DAY IN HIS LIFE

06:00 AM
GETTING UP



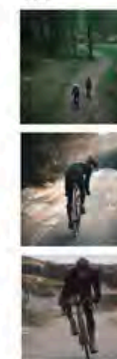
08:00 AM
WORK



1:00 AM
LUNCH BREAK



5:00 PM
GOING FOR A
RIDE



07:00 PM
DINNER WITH
FAMILY



8:30 PM
PARENTS TIME



SEASON THEMES & COLOR STRATEGY



COLOR & MOOD



FEARLESS FEAT

FRAGMENTED / MOUNTAIN

READY, CAREFREE, ACTIVE, JOVIAL,
IN COMPANY, SPIRITED

SATURATED



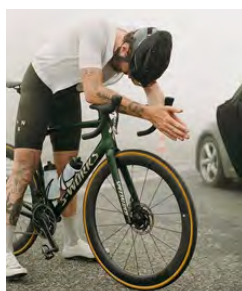
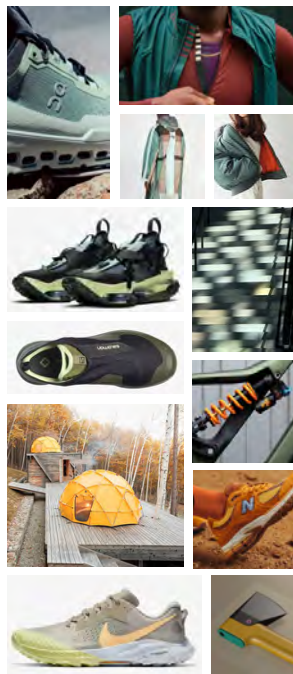
Toned down vibrancy of analogous themes in yellow-green and green-blue with added highlights of rust.

LEVELED



YELLOW-ORANGE: life, warmth and energy
GREEN-BLUE: peace, growth, renewal and nature

SUBDUED



COLOR & MOOD



GROUNDLED

BIOMORPHIC / TERRAIN

HUSH, REST, TRANQUIL, REPOSE,
UNBOtherED, RELAXED, RELIEF

SATURATED



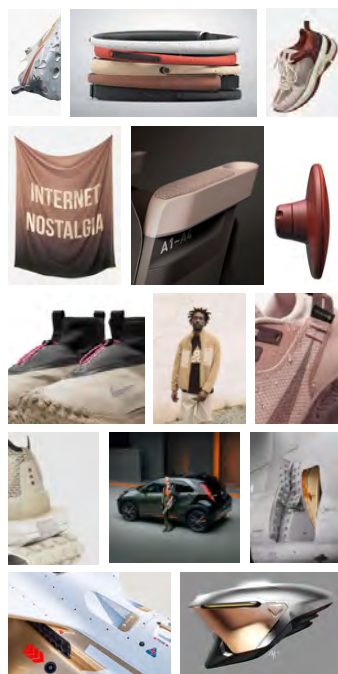
Muted palette from lichens and sediments consisting of pale greys and pebble hues with contrast of rosy tones.

LEVELED



This palette evokes a neutral space for the mind and body.

SUBDUED



COLOR BALANCE & DISTRIBUTION, FEARLESS FEAT



TRIMS/POP

LEVELED



BODY

SUBDUED



BODY

COLOR BALANCE & DISTRIBUTION, GROUNDED



TRIMS/POP

LEVELED



BODY

SUBDUED



BODY

VOID

MENS ROAD CYCLING COLLECTION



CYCLING GILET INSULATED



CYCLING GILET



JERSEY PURE 2.0



LONG SLEEVE JERSEY PURE 2.0



CORE JERSEY



ID SOFTSHELL



STORM WATER JACKET



GRANITE SHORTS



CORE LONG SLEEVE JERSEY



CORE WIND JACKET



GRANITE BIBSHORTS



VORTEX BIBSHORTS



CAP



PERFORMANCE SOCKS



WOMENS ROAD CYCLING COLLECTION



CYCLING GILET INSULATED



CYCLING GILET



JERSEY PURE 2.0



CORE JERSEY



ID SOFTSHELL



STORM WATER JACKET



CORE LONG SLEEVE JERSEY



CORE WIND JACKET



GRANITE BIBSHORTS



GRANITE SHORTS



VORTEX BIBSHORTS



THE VELTO COLLECTION



STRATEGY

VOID x ZWIFT

VOID x ZWIFT Indoor Cycling Functional Apparel: designed to provide with ultimate combination of comfort, performance, and style for Zwift indoor cycling adventures.

Elevated Zwift experience with Void Cycling's Indoor Cycling Functional Apparel: ready to ride in style, comfort, and peak performance!



MATERIAL COMPONENTS:

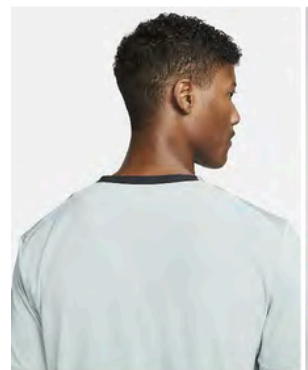
- COMFORT
- SOFT HAND
- PILL RESISTANCE
- FULL FLEXIBILITY/ POWER STRETCH
- WICKING
- QUICK DRY
- ANTI-MICROBIAL
- BREATHABILITY



*Stay Comfortable
with Optimal Performance
and Gear Durability
Where Style Meets Function*

RESEARCH

*Stay Comfortable
with Optimal Performance
and Gear Durability
Where Style Meets Function*



FEATHER WEIGHT



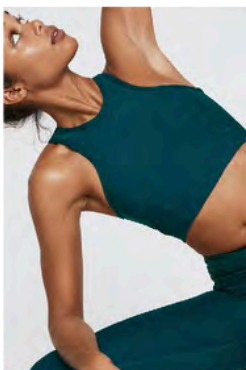
BREATHEABLE



RELAXED



PERFORATED



FLEXIBLE

COLORS



MULTI-COLOR HIGH-CONTRAST HALFTONE HIGHLIGHT





MULTI-COLOR



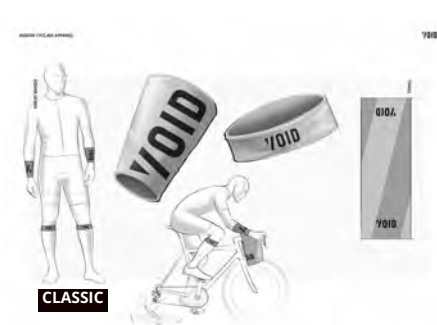
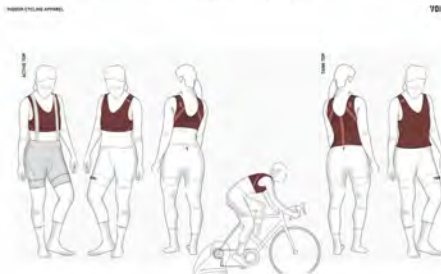
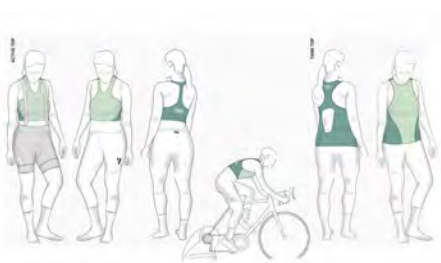
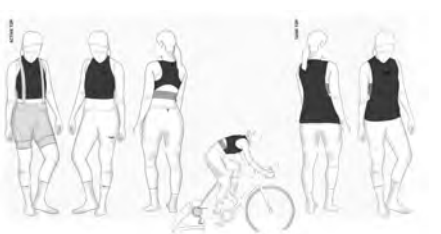
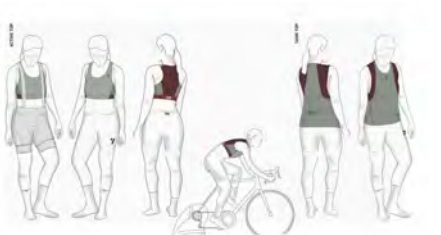
HIGH-CONTRAST



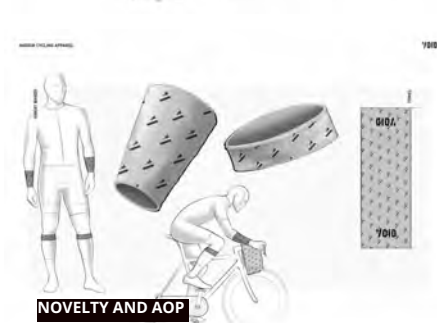
HALFTONE



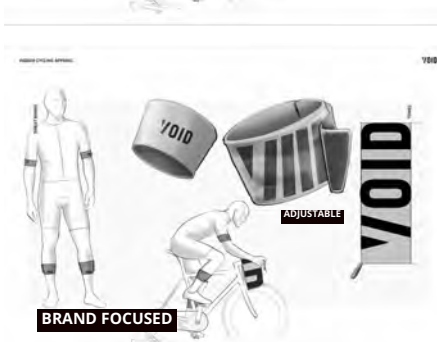
HIGHLIGHT



CLASSIC



NOVELTY AND AOP



BRAND FOCUSED

ADJUSTABLE

REFINEMENT



WOMENS JERSEY



WOMENS SHORT



WOMENS TOP

Color:	
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt



MENS JERSEY



MENS BIB



MENS TANK

Color:	
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt

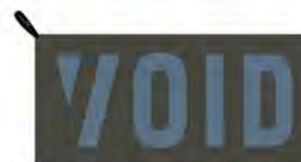


LEG BAND

LEG BAND



Color:	
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt



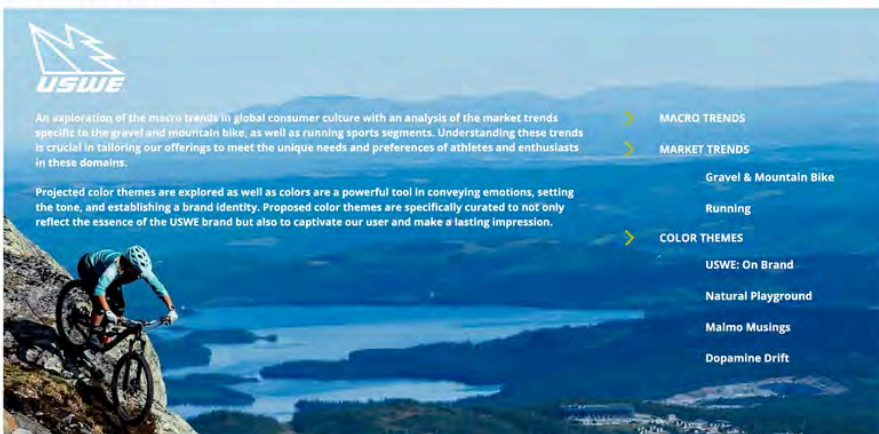
Color:	
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt



Color:	
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt
■	PAVING 10-100% 100% Asphalt

TOWEL

PROJECT LEAD & CREATIVE DIRECTOR: JORDAN BAUTISTA



MACRO TRENDS GLOBAL CONSUMER CULTURE



HUMAN BRANDS

The most successful brands and companies today have muses/ambassadors or its actual owners and founders and promoting and connecting with consumers. It has become a powerful marketing tool for brands and companies, and with it gives transparency and authenticity for the people/consumers.

BRAND ACTIVISM
With the rise of climate change initiatives globally along with social and other grassroots activism, brands and companies are purposely building and signaling their social and environmental credentials. Brand like Nike, Adidas, Tommy Hilffier and Patagonia centre around topics like diversity body positivity and sustainability to name a few.

VIRTUAL PLAYGROUND
Interactive computer entertainment along with digital influencers, or computer-generated social media personalities, are becoming of the norm. It has been amplified in multiple social media platforms such as Twitch, Instagram and in other VR gaming and social media platforms.

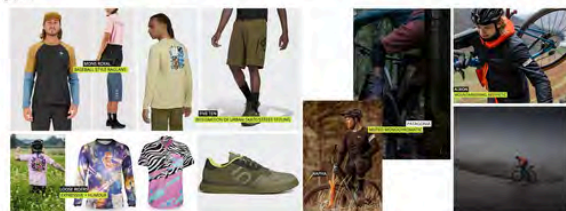
DIGITAL IRL
Realtime influence now dominates consumer habits, once leveraged by film and television. From Snapchat, to Instagram Live and TikTok with the most influence reach, brands are able to share content especially catered to their direct audience—whether it may be food, art, music, fashion and especially sports.

NEU-NIFORMITY
A surge of new sportswear and lifestyle brands evoking modern revival of peak 80s/90s essence of Esprit and United Colors of Benetton. A strong focus on design simplicity and product quality along with a sense of revolution with the price accessibility sustainable/circular initiatives.

MARKET TRENDS

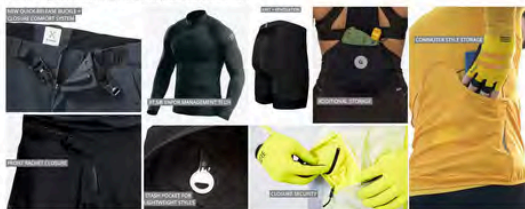
MARKET GRAVEL + MTB APPAREL

Apparel in the gravel & MTB world has further evolved with brands strategically catering to the variety of new riders and specialty sports they are into. Many brands stay in the lane of classic while adding freshness and others push even more into color mixes and blocking, along with statement graphics.



MATERIALS + SOLUTIONS GRAVEL and MTB APPAREL

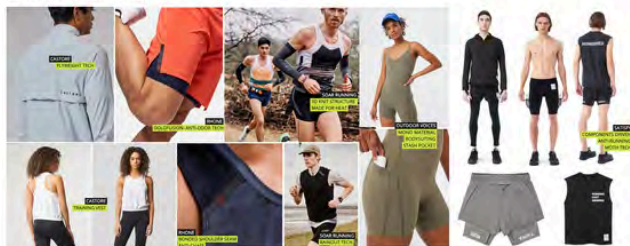
Apparel in the MTB world has expanded and progressed its offerings with innovative solutions for the wearer. Whether in regards to comfort or for a component system needed for MTB rider.



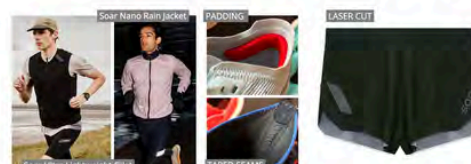
MOUNTAINBIKE LAYERING

**MARKET RUNNING**

Style, functionality and comfort continue to coincide and further accentuated in the current styles in the active and sportswear market. Below are some from runner brands in the industry today:

**MATERIALS + SOLUTIONS** RUNNING

Style, functionality and comfort continue to coincide and further accentuated in the current styles in the active and sportswear market. From design themes ranging from graphic printing on critical areas of the body and/or surfaces where the print is part of a solution in everyday wear and activity, and to a layering system for active bottoms w/ bonus of packable system to name a few.

**WATERPROOFING RUNNING & COMFORT RUNNING CHAFING**

- Waterproof at critical areas
- Water column defined specific to product use/wear during specific activity, location/time of day and current climate
- Further research and development for implementation of elements on critical problem areas during sport or activity

ON BRAND COLORS

POWER OF BRAND COLORS

USWE BRAND APPLIED IN COLORS

The power of USWE brand colors are universally strong with Red showing up in 29% of global brands, and black or grays make the third most popular choice with 28%.

Red in general is the color of power, urgency, fortune and the most popular color for marketing. A vibrant Red tempered by the neutral colors of Black, Grey and White, bring a visual representation of stability and energy.

With the balance the corporate colors exudes, it is the best suited palette for the brand. The palette matches the tone and personality of your brand along with meeting the expectations of your target user/client.



> Colors applied on essential branded styles
> Needed to cement the branding for consumers



USWE CORPORATE COLORS, ON BRAND



USWE On Brand theme classically depicts the essence or spirit of the USWE individual. A celebration its brand enthusiasts and loyalists in their outdoor natural setting doing their own extremes.

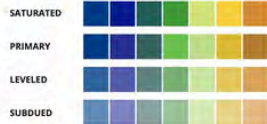
COLOR THEMES



NATURAL PLAYGROUND

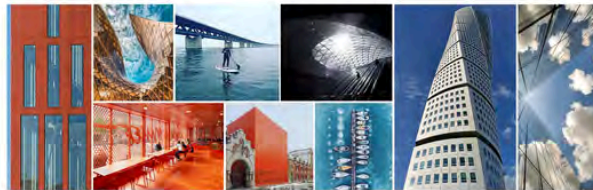


Inspiration from the country's natural surroundings brings forth multitude of ideas for the USWE brand. From sky lights and natural effects, to dust and soil of from the outdoors, through ripples and light reflections in its bodies of water depicts elements in the surroundings or playground.



COLOR FORECAST 2024

GLOBAL COLOR PALETTE ON DESIGN IN RELATION TO NATURAL PLAYGROUND



MALMO MUSINGS



A dive into beginnings of the USWE brand brings us back home to Malmo. Here, the modern and structured side of the brand's birthplace, elements of design can be lifted for creative inspiration in the development of the new season's collections.



COLOR FORECAST 2024

GLOBAL COLOR PALETTE ON DESIGN IN RELATION TO MALMO MUSINGS



DOPAMINE DRIFT

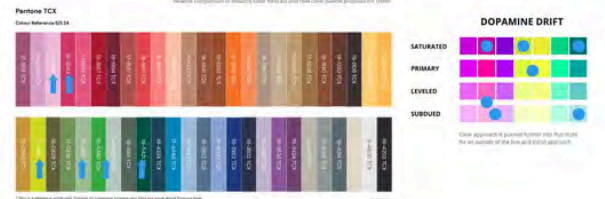
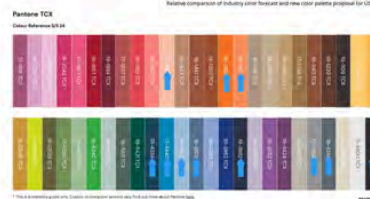
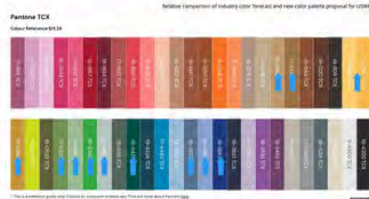


Energy build and dopamine rush experienced throughout USWE sports. Absolute adrenaline visualized in flow extremes.



COLOR FORECAST 2024

GLOBAL COLOR PALETTE ON DESIGN IN RELATION TO DOPAMINE DRIFT



COLOR APPLICATION, APPAREL



DOPAMINE DRIFT



Energy build and dopamine rush experienced throughout USWE sports.
Absolute adrenaline visualized in flow extremes.



COLOR FORECAST 2024

GLOBAL COLOR PALETTE ON TRENDS IN RELATION TO DOPAMINE DRIFT

Pantone TCC

Color Reference 193-24



DOPAMINE DRIFT



Color approach is based on the idea of flow extremes.
For an overall of the flow and color approach.



THANK YOU

LET'S COLLABORATE

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EMAIL JORDANCBAUTISTA@GMAIL.COM

WEBSITE JORDANCBAUTISTA.COM

ABOUT ME



JORDAN CAMILLE BAUTISTA embarked on her fashion journey in 2011 armed with three vital assets: a Bachelor of Science in Textile and Apparel Design from the University of Wisconsin – Madison, an Associate in Applied Science (AAS) degree earned with high honors from the Fashion Institute of Technology in New York City, and the prestigious Fulbright Scholarship she was awarded in 2011. Her impressive educational background laid the foundation for a promising career in the fashion industry.

Throughout her career, Jordan honed her design skills while collaborating with various fashion labels, specializing in contemporary design. Her evolution eventually led her to venture into outdoor and active lifestyle apparel, where her creativity truly flourished.

In the spring of 2019, Jordan relocated to southern Germany, seizing the opportunity to join the global footwear and sportswear giant, Puma, where she became an integral part of their motorsport division. Here, she played a pivotal role in designing the official Scuderia Ferrari teamwear collection for Formula 1 racing. Her contributions at Puma expanded to encompass the design steering of lifestyle collections for an esteemed business partner, BMW M Motorsport, spanning three seasons.

During her tenure at Puma, Jordan's innovative designs left an indelible mark, catalyzing the introduction of new product categories and an impressive upswing in sales figures. The pinnacle of her work culminated in record-breaking sales, garnering global attention and recognition in the spring of 2022. Notably, her achievements were celebrated with the receipt of the Best Licensed Product Apparel – Footwear – Accessories for Corporate Brands award the same year.

In the autumn of 2021, Jordan embarked on a new chapter in her career by joining the internationally renowned design agency, KISKA GmbH, based in Austria. Here, she assumed a senior design and management role, serving as a project lead designer and project creative director within the apparel and gear sportswear division. Her role at KISKA allowed her to further explore her passion for design and innovation while contributing to high-profile projects.

Jordan Camille Bautista, a Filipino-American creative professional, splits her time living and working between Europe and the US. Beyond her professional endeavors, she fills her free time with adventures, including cycling, exploring the beautiful natural landscapes and mountains in her vicinity, and embarking on travels to destinations around the world.