

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

MOTORSPORT
CYCLING
2 WHEEL MOTORSPORT
OUTDOOR
ACTIVE
CONTEMPORARY

CONTACT INFO

LET'S COLLABORATE

US MOBILE
DE 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/>

BRAND PORTFOLIO



Motorsport



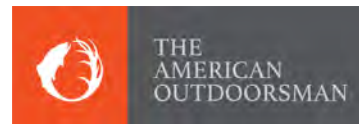
ATM

Anthony Thomas Melillo

rag & bone
NEW YORK

Calvin Klein

+FIGS



VOID



PROJECTS



001

MOTORSPORT

PUMA X BMW M MOTORSPORT
(MENS & WOMENS APPAREL)

DESIGNER



002

CYCLING

VOID
(PROJECT AT KISKA GMBH)

PROJECT LEAD &
CREATIVE DIRECTOR



003

2 WHEEL MOTORSPORT

KTM + RED BULL
(PROJECT AT KISKA GMBH)

PROJECT LEAD &
CREATIVE DIRECTOR

PROJECTS



004

OUTDOOR

THE AMERICAN OUTDOORSMAN
MENS

DESIGNER



005

ACTIVE

SPYDER WOMENS ACTIVEWEAR
(FREELANCE PROJECT)

DESIGNER



006

CONTEMPORARY

ATM COLLECTION
WOMENS

DESIGNER



PROJECT 001

PUMA X BMW M MOTORSPORT

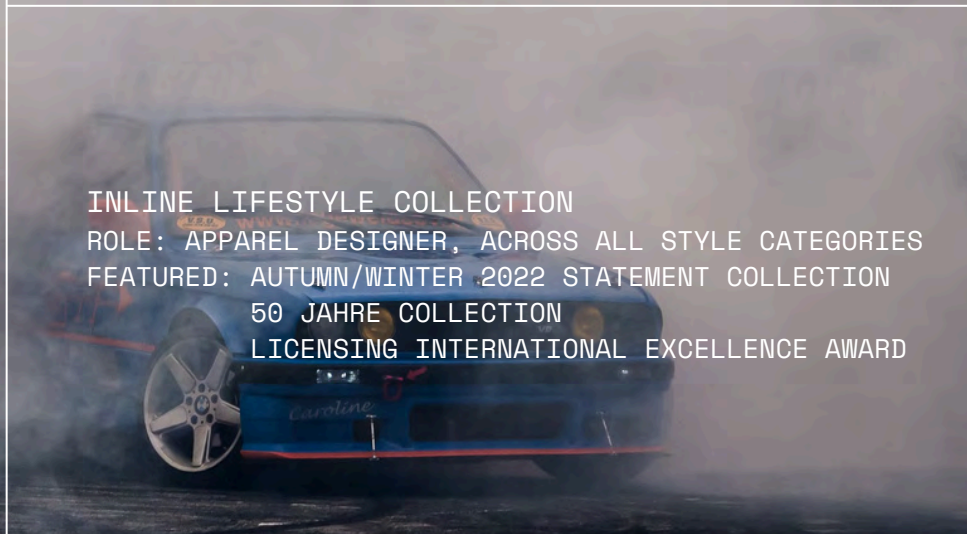
INLINE LIFESTYLE COLLECTION

ROLE: APPAREL DESIGNER, ACROSS ALL STYLE CATEGORIES

FEATURED: AUTUMN/WINTER 2022 STATEMENT COLLECTION

50 JAHRE COLLECTION

LICENSING INTERNATIONAL EXCELLENCE AWARD





Motorsport



Creative Direction — AW22 Motorsport

AW22 CONCEPT

CELEBRATION OF M
50 TIMES M
ASSEMBLING CREATIVITY

LEGENDARY ICONS



IDEATION

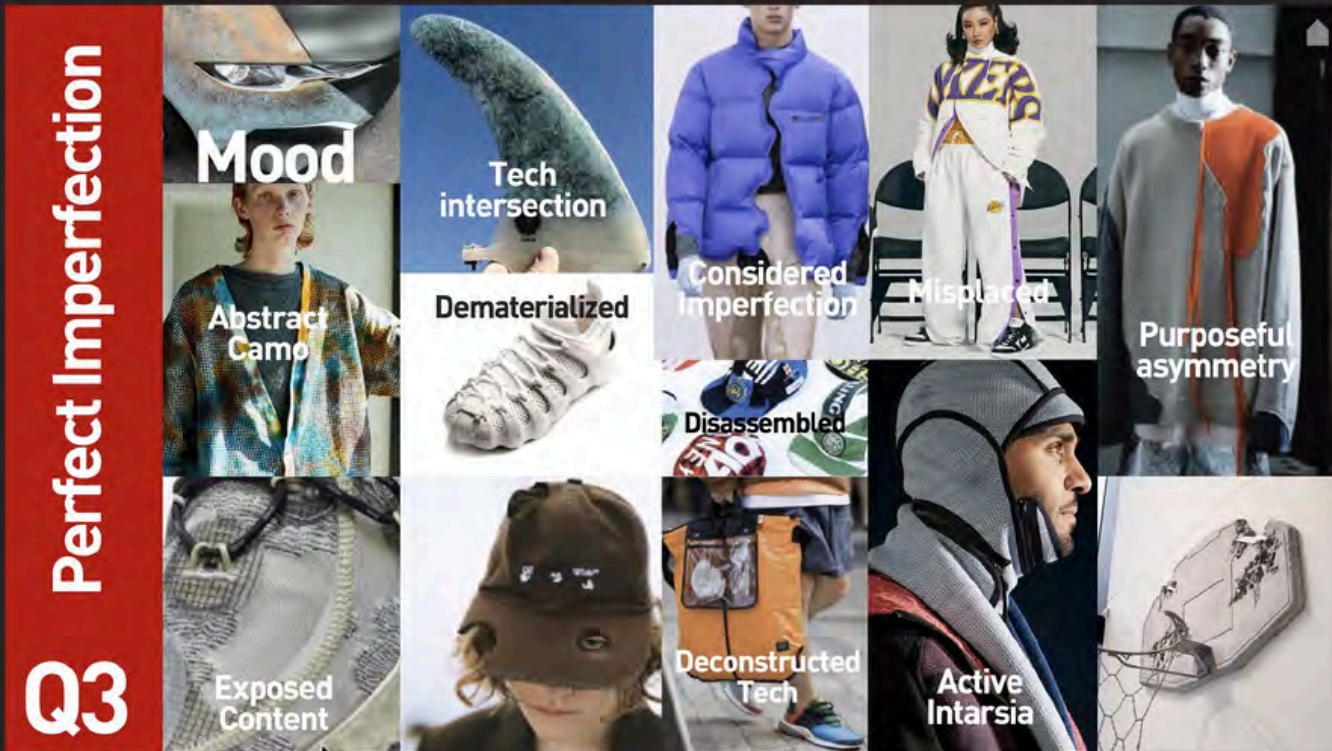
LIFESTYLE
COLLECTION
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport



CREATIVE DIRECTION



IDEATION

LIFESTYLE
COLLECTION
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

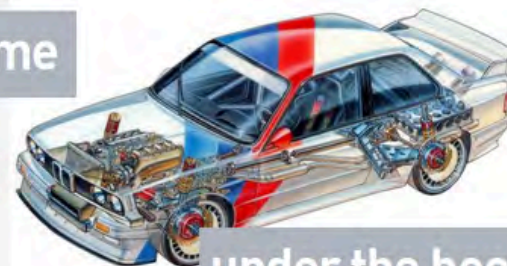
BMW story.

PERFECT IMPERFECTION
UNDERHOOD _

HYPO COMPONENTS
BENEATH/ DECONSTRUCTED
TACTILE PURPOSED
ZONED



carry me



under the hood



tech-knit-cal



fractured

JAMES BULLOUGH

IDEATION

LIFESTYLE
COLLECTION
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

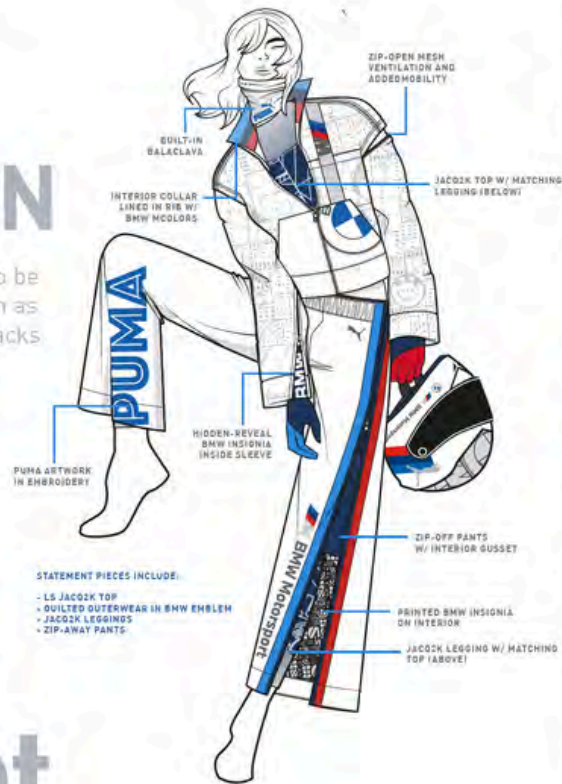


BMW Motorsport

WMXNMEN
INTERCHANGEABLE

Apparel separates are designed to be both modular within the collection as well as interchangeable across packs and collections for BMW

design
concept.



INSIGNIA
QUILTING
*FOR OUTERWEAR



JACQ2K
*FOR KNIT TOP AND
LEGGINGS/BOTTOM



IDEATION

LIFESTYLE
COLLECTION
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport



design components.

BMW's seasonal key design components of color-blocking, asymmetry and equipment are further enhanced with added new elements that amplifies texture, visual appeal, practical use and adaptability.

+FLAIR



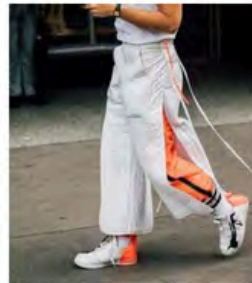
embroidery

+FLASH



applique

+IN-TRANSIT



hidden-reveal

+LOFT



quilting

+UNDISCLOSED



overlays

IDEATION

LIFESTYLE
COLLECTION
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

COLOR MOOD

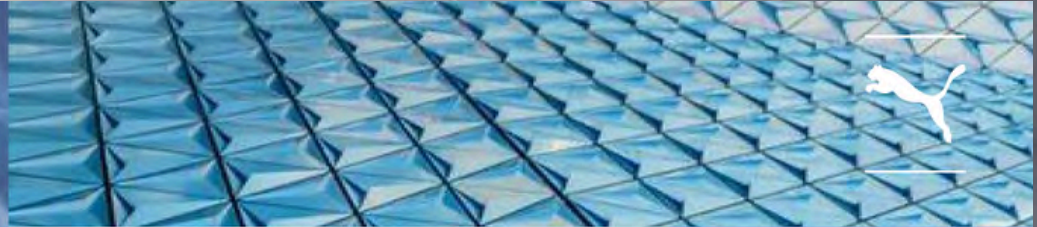
SEASONAL HIGHLIGHTS

LIGHT BLUE

tranquility, trust, reliability

PURPLE

archival hue, nobility, opulence



IDEATION

**LIFESTYLE
COLLECTION**
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

SEASONAL COLORS

LIGHT BLUE
tranquility, trust, reliability

PURPLE
archival hue, nobility, opulence



Puma Black 7299



Puma White 9101



Estate Blue 19-4027 TCX



Cool Gray 9C



427C



Fiery Red 18-1664 TCX



Strong Blue 18-4051 TCX

SEASONAL PROPOSAL



096-00-12



128-61-22



IDEATION

**LIFESTYLE
COLLECTION**
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

GRAPHIC CONCEPT

PERFECT IMPERFECTION

STATEMENT CONCEPT

- Asymmetry/ De-constructed / Assembled

[illegible]

IDEATION

**LIFESTYLE
COLLECTION**
AUTUMN/WINTER



Motorsport



Creative Direction — AW22 Motorsport

GRAPHIC CONCEPT

PERFECT IMPERFECTION

STATEMENT CONCEPT

- Asymmetry/ De-constructed / Assembled



IDEATION

LIFESTYLE
COLLECTION
AUTUMN/WINTER

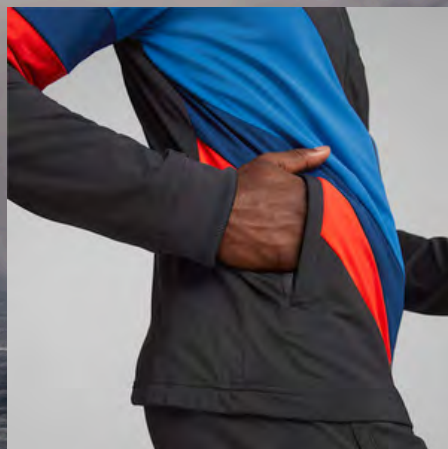


**MENS STATEMENT
COLLECTION**
AUTUMN/WINTER



M TRACKSUIT

Motorsport



BMW M MOTORSPORT SLIM FIT MEN'S TRACK JACKET

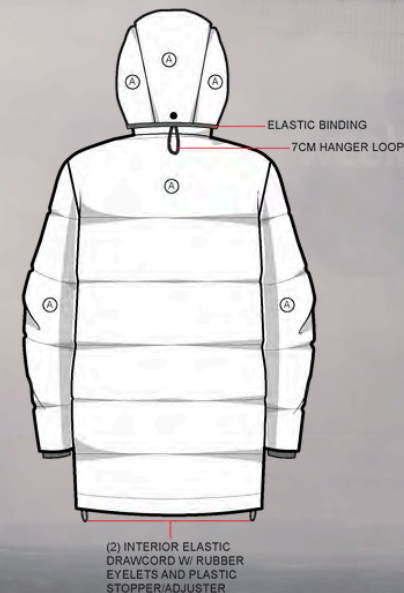
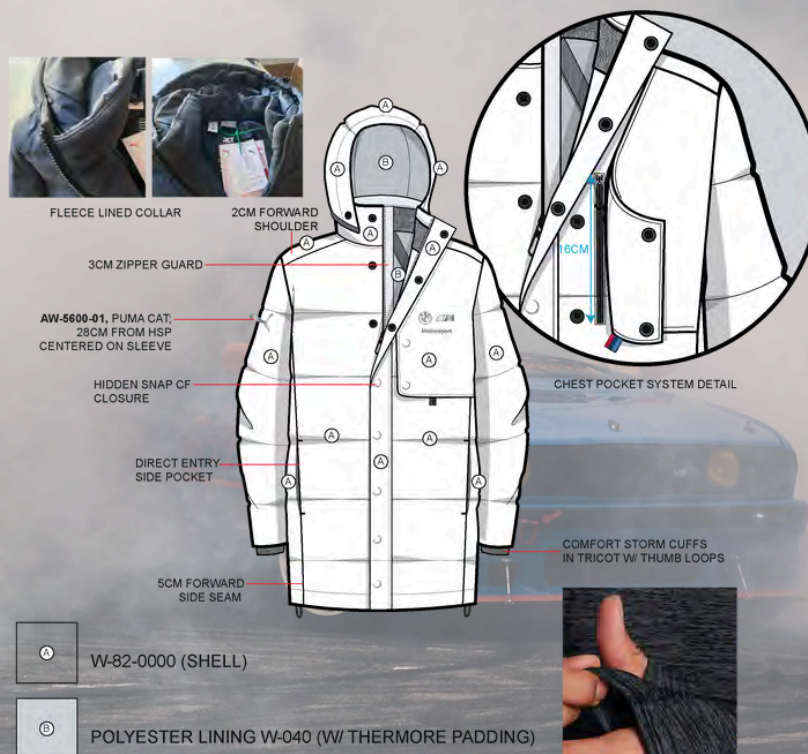
- SHELL: 83% POLYESTER, 17% ELASTANE, RIB: 97% POLYESTER, 3% ELASTANE
- SLIM FIT, FULL-ZIP CLOSURE, TWO SIDE POCKETS
- DRYCELL: PERFORMANCE TECHNOLOGY DESIGNED TO WICK MOISTURE FROM THE BODY AND KEEP YOU FREE OF SWEAT DURING EXERCISE
- BMW M MOTORSPORT COLOUR BLOCKING ECHOING THE CHEVRON CUTLINES

**MENS STATEMENT
COLLECTION**
AUTUMN/WINTER



OUTERWEAR

Motorsport



BMW M MOTORSPORT WINTER JACKET

- SHELL: 100% POLYESTER, LINING: 100% POLYESTER, FILL: 100% POLYESTER
- ERGONOMIC FIT, FULL-ZIP CLOSURE, CHEST POCKET, 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

**MENS STATEMENT
COLLECTION**
AUTUMN/WINTER



Motorsport



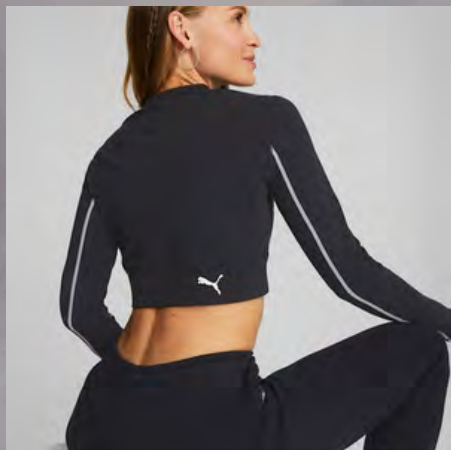
**WOMENS STATEMENT
COLLECTION**
AUTUMN/WINTER



ACTIVWEAR



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



OUTERWEAR



Motorsport



BMW M MOTORSPORT WOMENS WINTER JACKET

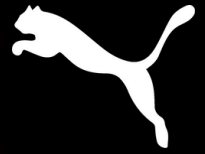
- SHELL: 100% POLYESTER, LINING: 100% POLYESTER, FILL: 100% POLYESTER
- ERGONOMIC FIT, FULL-ZIP CLOSURE, TWO SIDE POCKETS, INTERNAL STASH POCKET
- WARMCELL: BREATHABLE COLD WEATHER TECHNOLOGY DESIGNED TO TRAP HEAT CLOSE TO YOUR BODY AND KEEP YOU WARM DURING EXERCISE
- WINDCELL: TECHNOLOGY DESIGNED TO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

**WOMENS STATEMENT
COLLECTION**
AUTUMN/WINTER



50 JAHRE

Motorsport



LEGACY



PERFORMANCE



CULTURE



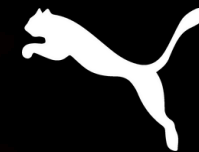
EXCITEMENT





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.

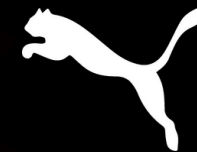
The Black and Red Contrast – A Timeless Racing Aesthetic

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

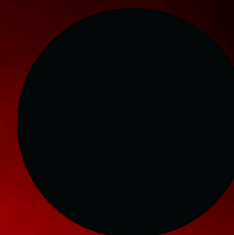


PANTONE
18-4027 TCX
Estate Blue

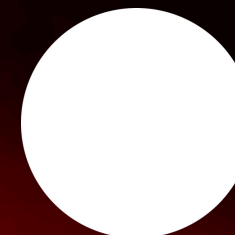


PANTONE
18-1664 TCX
Fiery Red

PUMA CI Colors



PUMA Black
7299

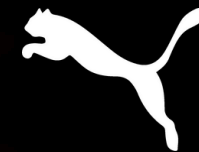


PUMA White
9101



M 50 JAHRE

Motorsport



**50 JAHRE
COLLECTION**
AUTUMN/WINTER



M 50 JAHRE



Motorsport



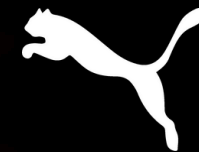
BMW M MOTORSPORT 50TH ANNIVERSARY JACKET MEN

- OUTER MATERIAL: 100% POLYAMIDE, LINING: 100% POLYESTER
- RELAXED FIT WITH FULL ZIP AND INTERIOR BUTTONS
- COLOUR-COORDINATED BMW M MOTORSPORT LOGO AT CHEST HEIGHT
- EMBROIDERED 50 APPLIQUÉ ON THE BACK
- TONAL PUMA CAT LOGO ON SLEEVE CUFF

**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



50 JAHRE

Motorsport



BMW M MOTORSPORT 50TH ANNIVERSARY EDITORIAL SHOTS

**50 JAHRE
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.



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.



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!





STYLE MATRIX

LICENSING INTERNATIONAL EXCELLENCE AWARDED

Motorsport



MENS STREETWEAR COLLECTION

AUTUMN/WINTER 2021



PROJECT 002

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.

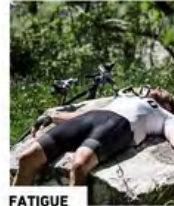
MADE BY CYCLISTS FOR CYCLISTS

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.

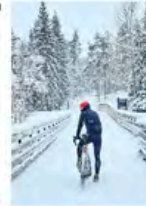
FIGHT



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

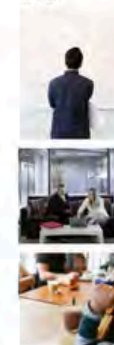
Qualien:
SJC Insights: The Shopping Habits of Generation XY, and Z, 2018
Deloitte Global: The Deloitte Millennial Survey 2017, 2019.
First Insights: The state of consumer spending: Gen Z Shoppers Demand Sustainable Retail, 2020.

THOMAS ONE DAY IN HIS LIFE

06:00 AM
GETTING UP



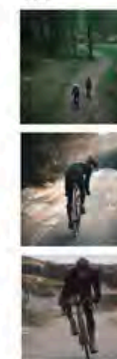
08:00 AM
WORK



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

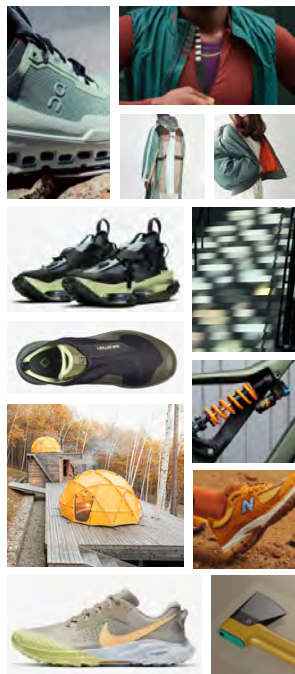


FEARLESS FEAT

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

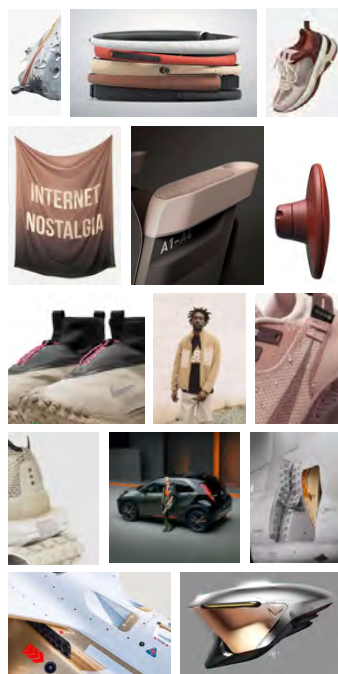


GROUNDLED

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:

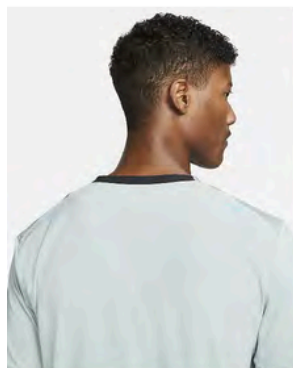
- COMFORT
- SOFT HAND
- PILL RESISTANCE
- FULL FLEXIBILITY/ POWER STRETCH
- WICKING
- QUICK DRY
- ANTI-MICROBIAL
- BREATHABILITY



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

RESEARCH

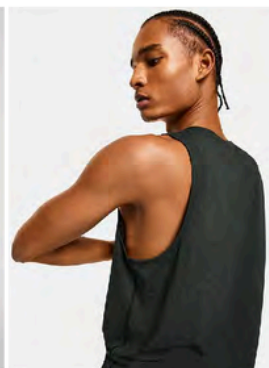
*Stay Comfortable
with Optimal Performance
and Gear Durability
Where Style Meets Function*



FEATHER WEIGHT



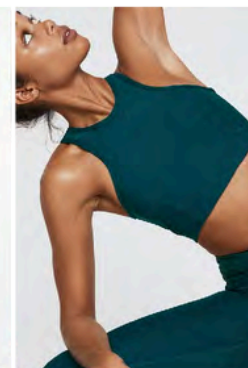
BREATHEABLE



RELAXED

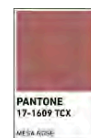


PERFORATED



FLEXIBLE

COLORS



MULTI-COLOR

HIGH-CONTRAST

HALFTONE

HIGHLIGHT





MULTI-COLOR



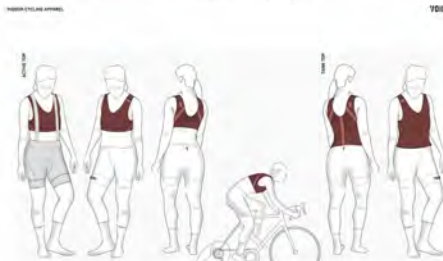
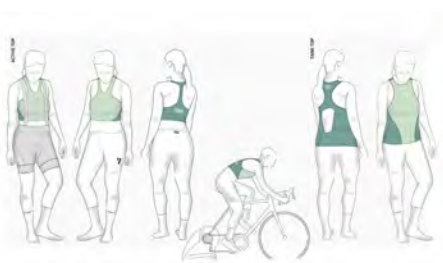
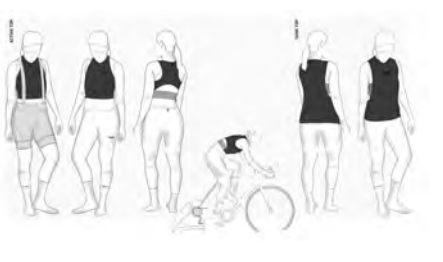
HIGH-CONTRAST



HALFTONE



HIGHLIGHT



CLASSIC



NOVELTY AND AOP



ADJUSTABLE



BRAND FOCUSED

REFINEMENT



WOMENS JERSEY



WOMENS SHORT



WOMENS TOP

Color	Pattern	Size
Red	Plaid	XS - XXS
Black	Plaid	XS - XXS
Black	Plaid	XS - XXS



MENS JERSEY



MENS BIB



MENS TANK

Color	Pattern	Size
Red	Plaid	XS - XXS
Black	Plaid	XS - XXS
Black	Plaid	XS - XXS

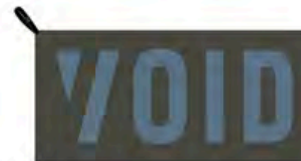


LEG BAND

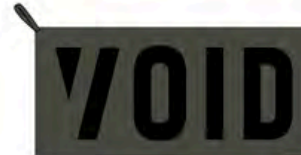
LEG BAND



Color	Pattern	Size
Red	Plaid	XS - XXS
Black	Plaid	XS - XXS
Black	Plaid	XS - XXS



Color	Pattern	Size
Red	Plaid	XS - XXS
Black	Plaid	XS - XXS
Black	Plaid	XS - XXS



Color	Pattern	Size
Red	Plaid	XS - XXS
Black	Plaid	XS - XXS
Black	Plaid	XS - XXS

TOWEL

KTM



PROJECT 003

KTM + RED BULL

APPAREL COLLECTIONS

ROLE: PROJECT LEAD & CREATIVE DIRECTOR
(PROJECTS AT KISKA GBMH)



PROJECTS

PROJECT LEAD & CREATIVE DIRECTOR

- KTM LIFESTYLE COLLECTION
(APPAREL, HEADWEAR AND ACCESSORIES)
- RED BULL KTM REPLICA
& FACTORY RACING TEAMWEAR
(APPAREL, HEADWEAR AND ACCESSORIES)
- KTM TEAMWEAR
(APPAREL, HEADWEAR AND ACCESSORIES)



KTM



**KTM LIFESTYLE
COLLECTION**



PROJECT 004

THE AMERICAN OUTDOORSMAN GEAR

MENSWEAR COLLECTION LAUNCH
ROLE: LEAD DESIGNER FOR CUT & SEW KNITS



THE AMERICAN OUTDOORSMAN

THE AMERICAN OUTDOORSMAN BRAND LAUNCHED ITS FIRST-EVER LINE OF MEN'S OUTDOOR APPAREL AND OUTERWEAR FOR FALL 2017 AT THE OUTDOOR RETAILER WINTER MARKET IN SALT LAKE CITY, UTAH. WITH A FOCUS ON THE LIFESTYLE, VALUES AND NEEDS OF THE NEXT GENERATION OF ADVENTURERS, THE AMERICAN OUTDOORSMAN LINE WAS CREATED "FOR THOSE WITH HIGH EXPECTATIONS, WHO CHASE EXPERIENCES AND STRETCH THE LIMITS OF WHAT'S POSSIBLE." THE LINE CATERS TO A GENERATION THAT IDENTIFIES WITH NATURE, FEELS AT HOME IN THE OUTDOORS AND WHO APPRECIATE A BRAND THAT UNDERSTANDS THEM IN BOTH BELIEF AND STYLE, SAID THE COMPANY.





THE
AMERICAN
OUTDOORSMAN

COLOR MOOD

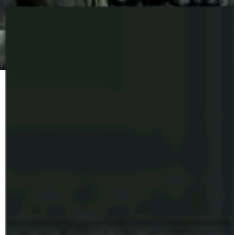
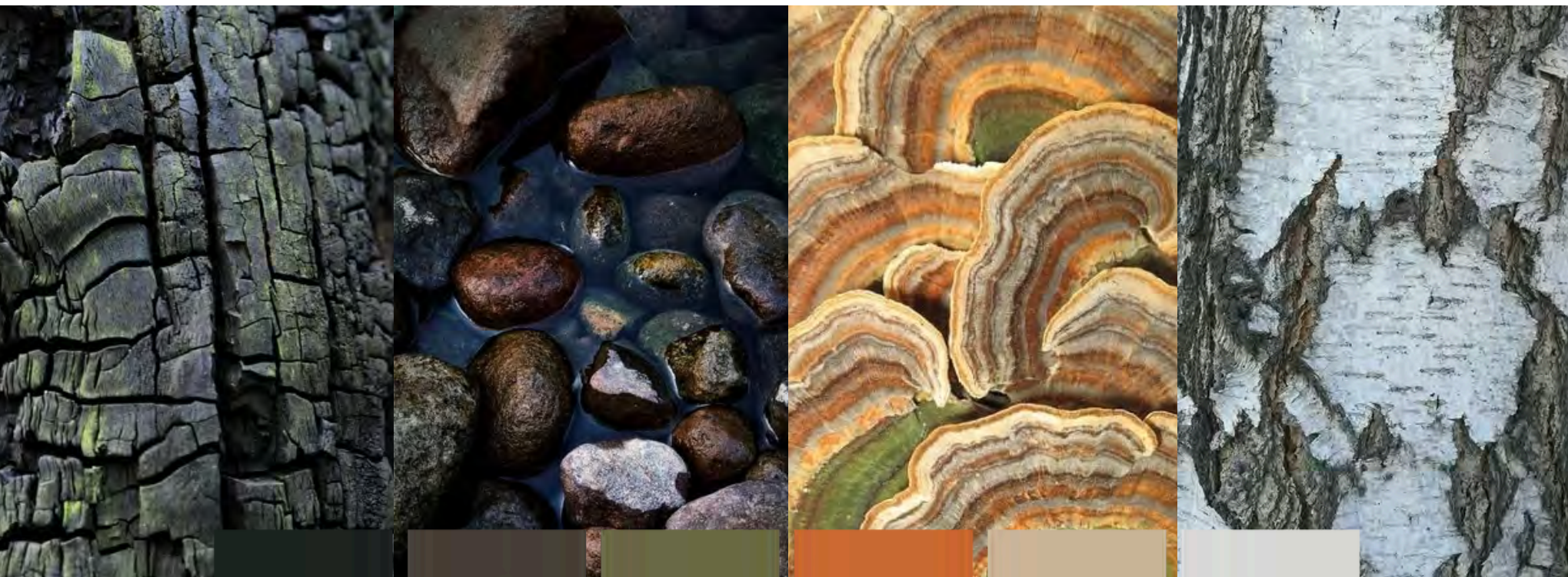


The inspiration for The American Outdoorsman color palette is deeply rooted in nature, as reflected in the imagery. The charred wood represents resilience and durability, mirroring the rugged essence of outdoor adventure. Smooth river rocks showcase rich, earthy browns reminiscent of aged wood, worn leather, and natural terrain. The organic patterns of tree fungi introduce warm, earthy hues that add depth and authenticity, blending seamlessly with the natural environment. Lastly, the weathered texture of birch bark brings in neutral, adaptable tones that provide balance and versatility to the palette. Together, these elements create a color story that embodies the rugged, timeless, and functional aesthetic of The American Outdoorsman collection.



THE
AMERICAN
OUTDOORSMAN

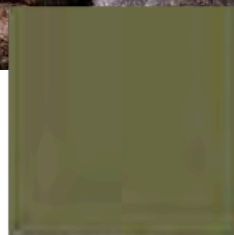
COLOR PALETTE



PANTONE®
419 C



PANTONE®
19-0812 TCX
Turkish Coffee



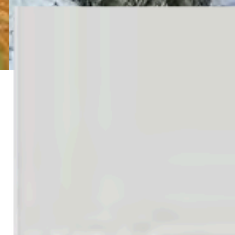
PANTONE®
18-0527 TCX
Olive Branch



PANTONE®
16-1448 TCX
Burnt Orange



PANTONE®
14-1112 TCX
Pebble



PANTONE®
Cool Gray 1 C



Pantone 419 C (Deep Charcoal Black)

- Represents burnt wood and charred textures found in nature.
- Evokes rugged durability, making it ideal for a tough, long-lasting outdoor collection.
- Works well as a base color for layering, offering strong contrast against lighter earth tones.

Pantone 19-0812 TCX (Turkish Coffee - Deep Earth Brown)

- Inspired by river rocks, tree bark, and soil, this brown exudes natural warmth.
- Reflects authentic outdoor wear often seen in heritage workwear and classic adventure gear.
- A versatile neutral shade that complements greens, oranges, and lighter hues effortlessly.

Pantone 18-0527 TCX (Olive Branch - Mossy Green)

- Captures the earthy tones of dense forests, foliage, and camouflage gear.
- A staple outdoor color that blends seamlessly into nature.
- Works well in both functional and aesthetic pieces, maintaining a natural yet tactical appearance.

Pantone 16-1448 TCX (Burnt Orange - Warm Earth)

- Reflects sunset hues, autumn leaves, and firewood embers.
- Adds warmth and vibrancy to an otherwise neutral palette.
- Perfect as an accent color for logos, trims, and layering pieces.

Pantone 14-1112 TCX (Pebble - Soft Beige)

- Represents dry landscapes, sand, and weathered stone.
- Acts as a soft, neutral base, balancing the darker shades.
- Creates a versatile, timeless look, making it easy to pair with greens and browns.

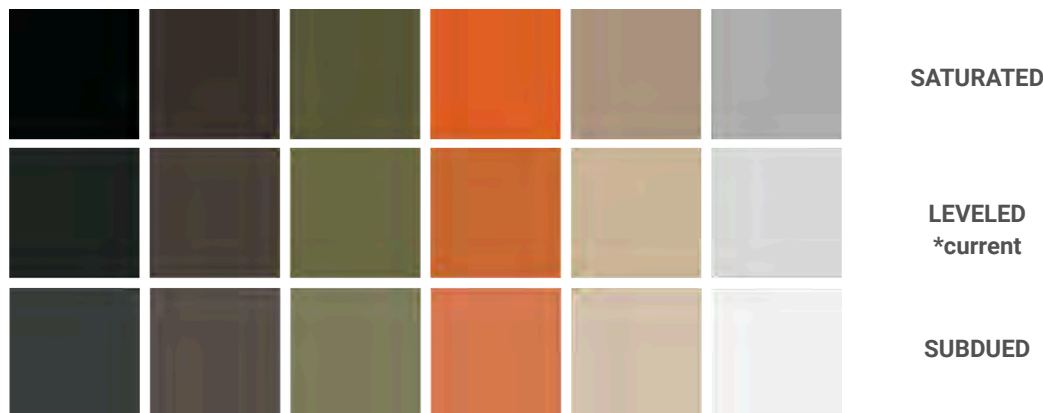
Pantone Cool Gray 1 C (Birch Bark Gray)

- Inspired by birch trees and overcast mountain skies.
- Adds a subtle, modern touch while maintaining a natural feel.
- Works well for technical fabrics, layering pieces, and functional gear.

COLOR PALETTE ANALYSIS

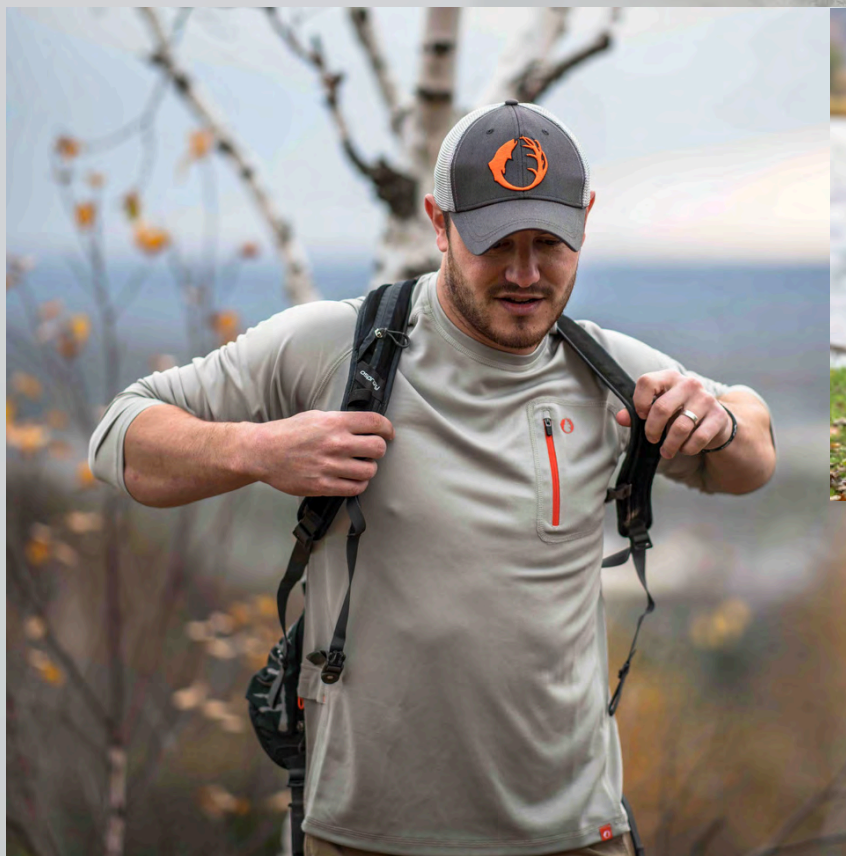


COLOR INTENSITY **Options for more saturated or subdued hues provided*





THE
AMERICAN
OUTDOORSMAN



MENS COLLECTION

CUT & SEW KNITS
FALL/WINTER 2017



PROJECT 005

SPYDER

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



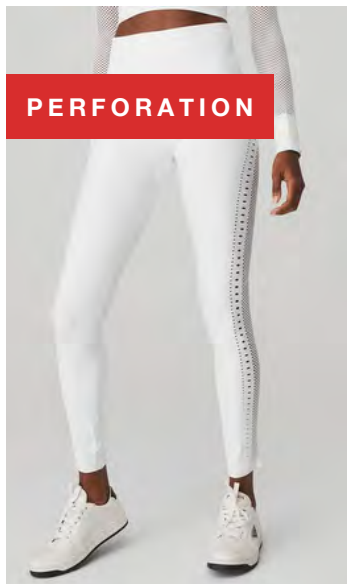
SPYDER ACTIVE WOMAN



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.

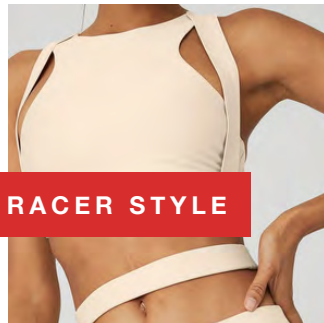
STYLE INSPO



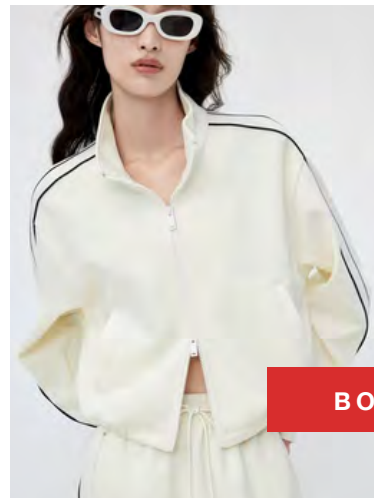
PERFORATION



NEW TEE



RACER STYLE



BOMBER



ACTIVE SWEATERKNIT



PULLOVER EASE



COLOR PALETTE



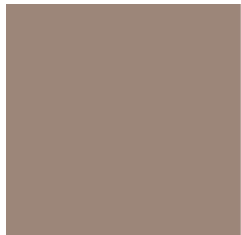
MOCHA TONES: These rich, earthy browns evoke the natural warmth of autumn, providing a grounding and versatile base for activewear. They resonate with Spyder's outdoor and performance-focused brand ethos, suggesting durability and timeless appeal.

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.

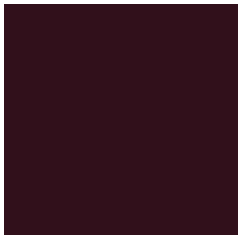
BLACK, WHITE AND MEDIUM GREY MELANGE (CORE COLORS): These essential neutrals form the backbone of the collection, ensuring versatility and cohesion across all designs. Black conveys sophistication and timelessness, white adds a clean and fresh contrast, and medium grey melange provides a soft, contemporary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



PANTONE
16-1310 TCX
Natural



PANTONE
19-1718 TCX
Fig



COLORO
159-23-15
Cherry Lacquer



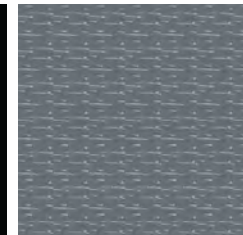
PANTONE
2738 C



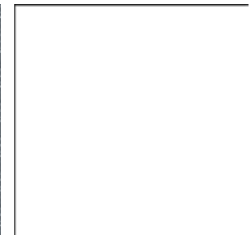
PANTONE
18-1763 TCX
High Risk Red



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

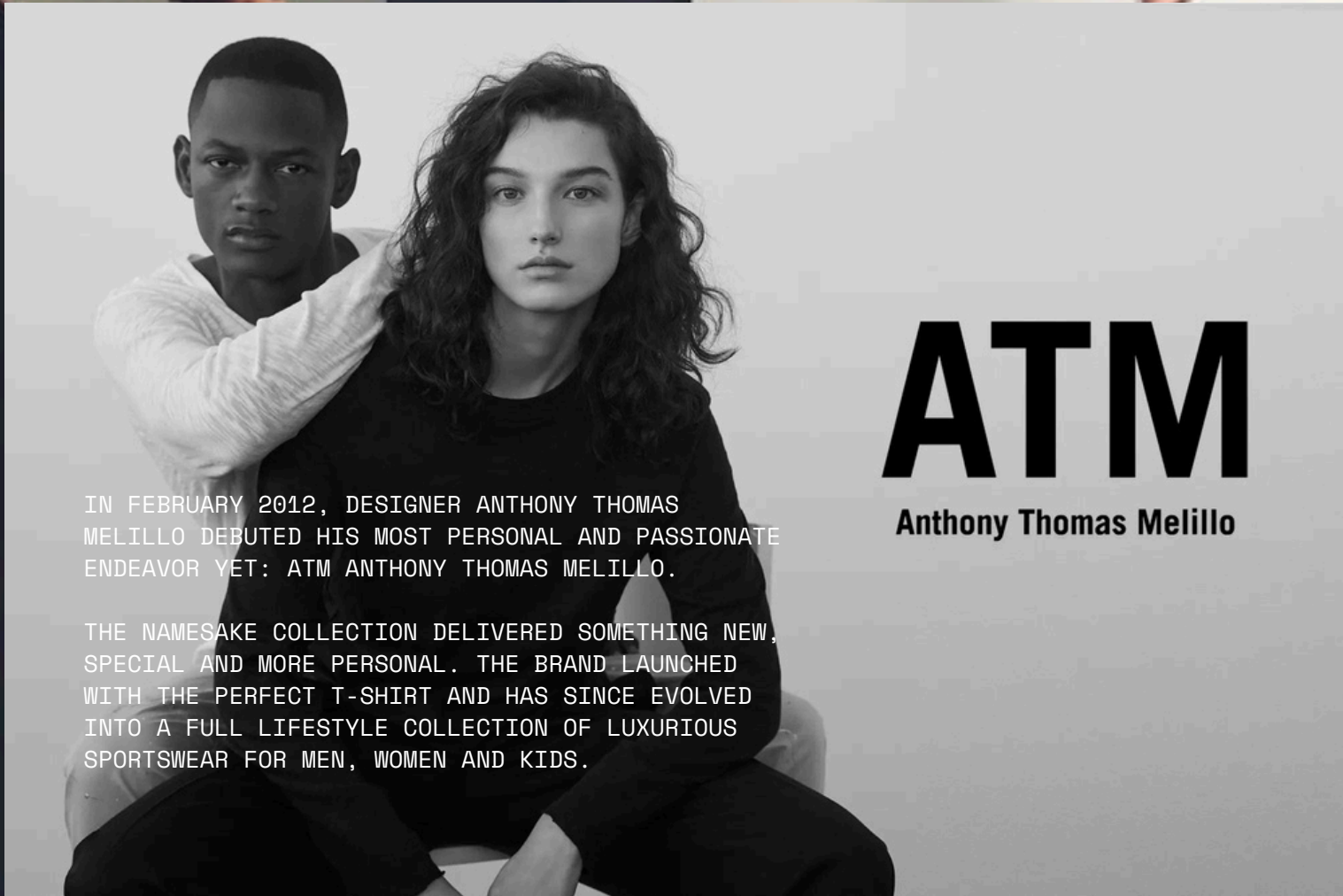




PROJECT 006

ATM COLLECTION

WOMENSWEAR COLLECTION
ROLE: DESIGNER



IN FEBRUARY 2012, DESIGNER ANTHONY THOMAS MELILLO DEBUTED HIS MOST PERSONAL AND PASSIONATE ENDEAVOR YET: ATM ANTHONY THOMAS MELILLO.

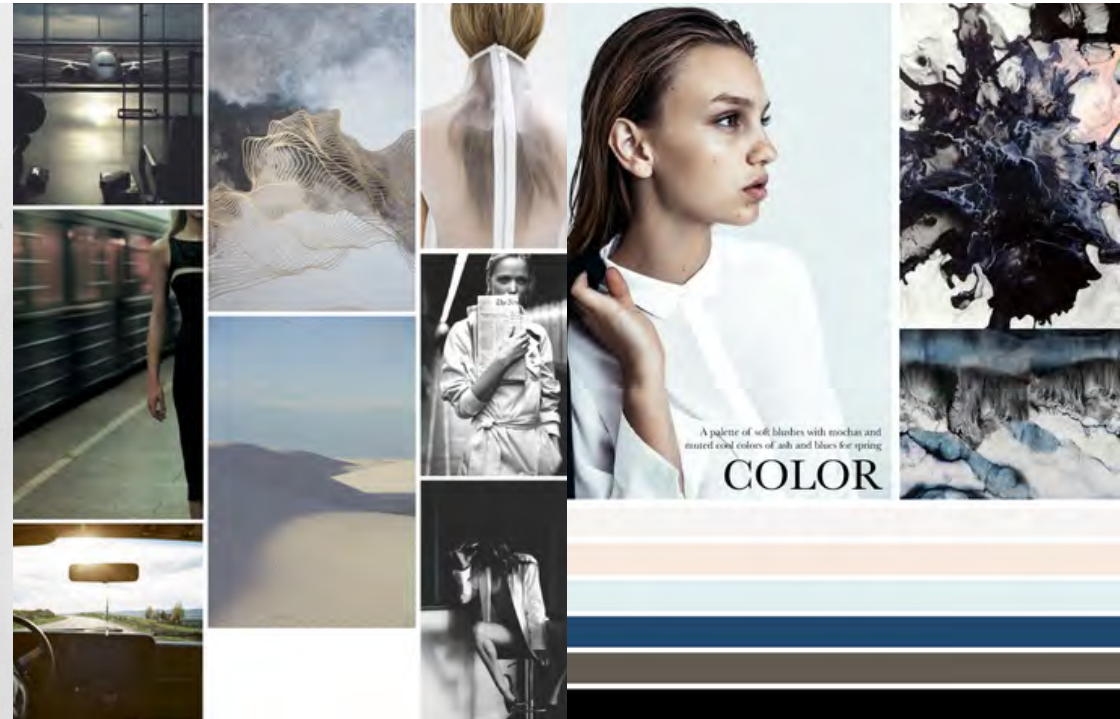
THE NAMESAKE COLLECTION DELIVERED SOMETHING NEW, SPECIAL AND MORE PERSONAL. THE BRAND LAUNCHED WITH THE PERFECT T-SHIRT AND HAS SINCE EVOLVED INTO A FULL LIFESTYLE COLLECTION OF LUXURIOUS SPORTSWEAR FOR MEN, WOMEN AND KIDS.

ATM

Anthony Thomas Melillo

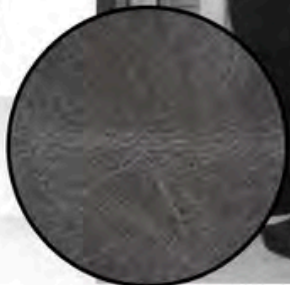
ATM COLLECTION

SPRING 2016 RTW



MUSES CHARLOTTE RAMPLING &
CHARLOTTE GAINSBOURG

The **"Planes, Trains and Automobiles"** collection was conceived around the concept of casual-chic travel, with the classic tee serving as the cornerstone of the brand's identity. This collection celebrated the contemporary woman, constantly on the move and exploring the world. It aimed to provide her with meticulously selected pieces, striking a harmonious balance between luxurious softness and effortless wearability. Each garment was designed to be easily mixed and matched, offering a versatile wardrobe that embraced packable convenience.



*for a modern and casual look that embodies the stylish woman in a suit-skirt that also brings her fr day to night: washed lambskin leather in a blazer and pencil skirt

“The Charlotte Suit”



- notched collar w/ lapel
- washed leather
- 2-button closure

- antique finished metal shank button
- hidden snap closure
- at center front
- pegged shaped silhouette
- double needle top-stitching at bottom hem

“The Charlotte Suit”

* perfect compliment to the “Schoolboy” Tee



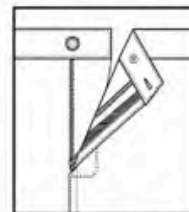


Young Charlotte Rampling
weekend casual look.

Classic Henley update, in a cotton-silk blend slub rib; crewneck style w/ 16L MOP buttons (DTM); classic modal rib henley picture to the right.



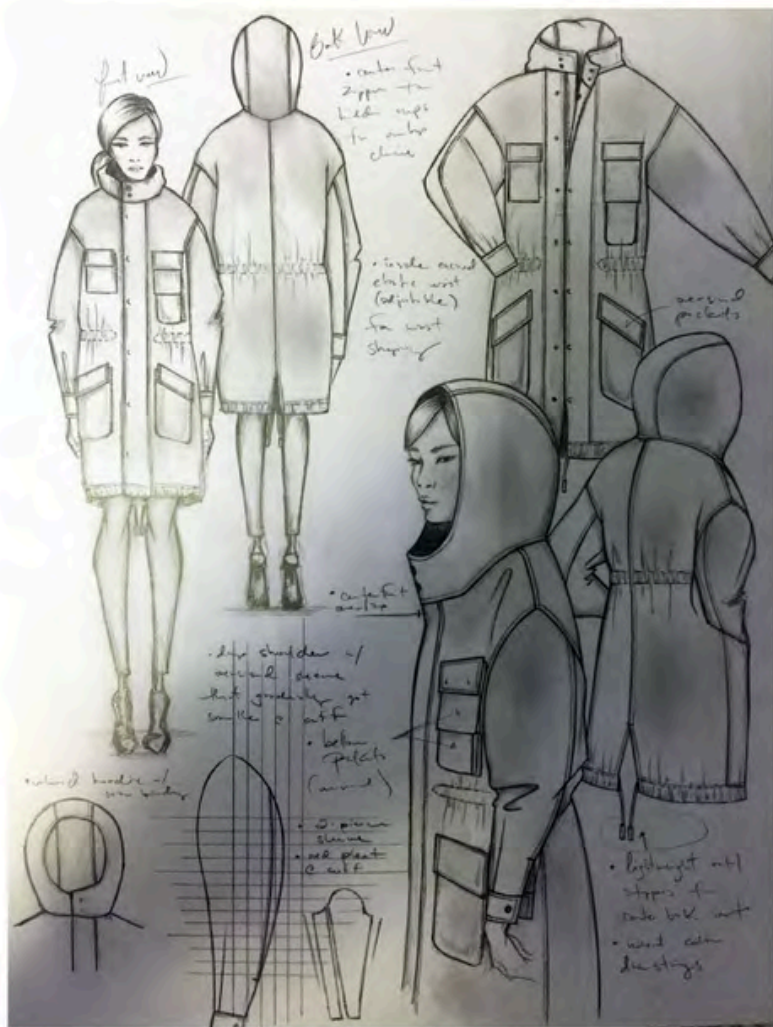
INSIDE WAISTBAND EXTENSION



**DOLORE (Moto Pant),
INSTASGULPT SKINNY**
Color: CONCRETE
Front Rise: 9"
Inseam: 30"
Leg Opening: 10.5"
Fabric: Brushed Cotton Stretch Denim
Fabric Content: 63% COTTON,
35% RAYON
2% POLYUTHERENE

- Perfect fit
- Superior quality to elongate, slim, tone and lift legs and butt
- Engineered for 24/7 comfort, fit and shape retention





If Charlotte Gainsbourg had a sporty rain jacket for spring.

Heathered lightweight Modal/Spandex blend Jersey at 140gsm, w/ resin coating; resin gives it a slick/high-shine exterior look that's water repellant yet with a soft-hand, familiar interior for the comfort that the ATM girl always can't be without.





**WOMENSWEAR
COLLECTION**

SPRING 2016 READY-TO-WEAR
MODEL, LAURA LOVE

ATM COLLECTION

MENS SPRING 2016 RTW

DESIGN WORK



Categories: Wovens, Cut & Sew

Styles: Shirting, Suiting, Coats, Jackets, Sweaters, Shorts and Trousers

Materials Source: Japan and Italy

MENSWEAR
COLLECTION

SPRING 2016 READY-TO-WEAR

ATM COLLECTION MENSWEAR

DESIGN WORK



Categories: Wovens, Cut & Sew and Knitwear

Styles: Shirting, Suiting, Coats, Jackets, Sweaters, Polos and Trousers

Materials Source: Japan, Italy, Peru & China

**MENSWEAR
COLLECTION**

FALL 2015 READY-TO-WEAR

MODEL, *BRANTLEY HARRIS*

ATM Anthony Thomas Melillo

SPRING 2016 READY-TO-WEAR

COVERAGE COLLECTION



BY EMILY TARRA
Illustration: E. TARRA



VIEW SHOWROOM

For **Tony Melillo**, it all goes back to the T-shirt. He started his line, ATM Anthony Thomas Melillo, just under four years ago with a tightly edited range of tees, tanks, and sweats in neutral shades of white and black. While his business has since grown to reach every corner of the modern girl's wardrobe, from leather joggers to work-ready suits, the concept of the perfect T-shirt is still the heart of the brand. Shoppers who discover ATM at department stores like Barneys New York and Saks Fifth Avenue collect the drapery Modal tees by the armful, and this season Melillo introduced the "Schoolboy" tee, a boxy, slightly androgynous cut that lends itself perfectly to high-rise jeans. But even Melillo's more high-concept pieces are designed with the T-shirt in mind: A shimmering charcoal parka in his Spring lineup was actually made of coated jersey, so the slick, high-shine exterior had a soft, familiar interior. Similarly, ATM's sharp suits were constructed from textured woven fabrics instead of stiff wool, and they were paired with—what else!—T-shirts, not blouses. "Relaxed elegance" is how Melillo described his point of view: "It was easy for us to go into all these categories [after starting with T-shirts], as crazy as it may seem. We just stayed true to the brand identity."

As such, Melillo's collectionist are more about luxurious, wearable clothes than specific references. But *Spring* was loosely based on the art of travel: "People always say ATM is perfect for traveling, so I was thinking about what a chic traveler would wear," he said. That isn't to suggest you should hit the airports in heels; rather, Melillo's ribbed knit sweatpants would look sleek, not sloppy, with white sneakers and, say, one of his neoprene blazers, which would bounce back after being stuffed into your carry-on. Of course, his supersoft tees, which are manufactured in Peru, are perfect not only for planes, trains, and automobiles, but for every aspect of your daily life, too, which is certainly a sweet spot to be in.

COLLECTION



LOOK 1 LOOK 2 LOOK 3

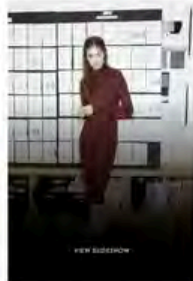
ATM Anthony Thomas Melillo

FALL 2015 READY-TO-WEAR

COVERAGE COLLECTION



BY EMILY TARRA
Illustration: E. TARRA

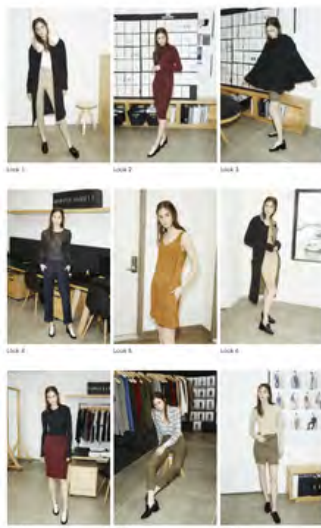


VIEW SHOWROOM

Anthony Melillo isn't really concerned with designing the next cool past shape or propagating any trends. His label ATM is more about taking familiar basics—classic T-shirts, cashmere cardigans, sexy sweaters—and making them as luxurious as possible. This season, he put his high-grade spins on joggers, worn pajamas, and denim overalls, but his best sellers are always the basic tee and tank in his proprietary double-stress modal. It's ultra-soft, a little stretchy, and almost fluff, like feather-weight cashmere. Melillo owns the machines that produce the fabric in Peru, so other designers can't copy its color. "This double-stress modal is our thing, so we make everything we possibly can with it," he said, pointing out new ruffled dresses, ribbed skirts, and long-sleeved bodysuits in the fabric. It was a bad strategy—the fact that Yumma Tami's carefully curated concept shop, The Line, stocks ATM's mini-modal basics, tanks, and long-sleeved T-shirts speaks to their actual

The idea of "basics" often conjures up clothes you can wear with sneakers on the weekend, and while you can certainly wear ATM with Supergas or Vans, Melillo purposefully refers his models in chunky Robert Clergerie loafers or platform. "I'm more interested in elevating the look," he said. "You don't always have to wear sneakers."

COLLECTION



LOOK 1 LOOK 2 LOOK 3 LOOK 4 LOOK 5 LOOK 6 LOOK 7 LOOK 8 LOOK 9

ATM Anthony Thomas Melillo

FALL 2015

COVERAGE COLLECTION



BY EMILY TARRA
Illustration: E. TARRA



VIEW SHOWROOM

Anthony Thomas Melillo started ATM with the goal of designing the perfect T-shirt, and nearly three years later, he's gone way beyond the basics. The label has grown to include evening, leather jackets, silk slip dresses, and provocative knit on-tops. Staying to his approach to comfort, Melillo is more concerned with the fit and feel of a fabric than specific trends or complicated references. ATM's minimalist luxury proves shoppers aren't just looking for the new must-have thing—they want clothes that are subtle, classic, and easy to wear.

COLLECTION



LOOK 1 LOOK 2 LOOK 3 LOOK 4 LOOK 5 LOOK 6 LOOK 7 LOOK 8 LOOK 9

VOGUE RUNWAY
WOMENS COLLECTION FEATURES

THANK YOU

LET'S COLLABORATE

PHONE US + 1 646 6639909

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.