



BAHA KUTAN

Creative Director | Lifestyle Innovator | Conscious Brand Strategist

"Designing through Purpose. Innovating through Beauty. Leading through Consciousness."

In a world being rapidly redesigned, I lead creative transformation.

For me, design has never been only about aesthetics — it has always been about meaning, connection, and the lasting impact we create. Born between East and West, I carry a lifelong calling to weave beauty with responsibility, and innovation with purpose.

As a Creative Director with 25+ years of international experience, I have led projects across fashion, interiors, products, and immersive spaces — collaborating with global brands and leaders who recognize that design must evolve into something not only visually compelling, but also ethically conscious, strategically aligned, and deeply human.

Trusted across three continents, I bring together high-level creative direction with strategic lifestyle insights. From brand systems to collection development, from workplaces to digital platforms, I create experiences built on clarity, functionality, sustainability, and purpose.

Every project I lead is guided by its impact on people and planet — creativity as regeneration, not depletion. For me, design must now serve life — intelligently, responsibly, and with vision. This is the standard I bring to every brand, leader, and team I work with.

☀️ **CORE COMPETENCIES** ☀️

Creative & Strategic

Shaping innovation with clarity and purpose

Creative Innovation & Strategic Problem-Solving
Conscious Brand Strategy & Story Development
Holistic Creative Direction Across Media & Formats
Brand Aesthetic Direction & Visual Identity Development
Fashion & Lifestyle Concept Development (Menswear, Womenswear, Collections)

Transformational & Regenerative

Embedding transformation into culture, leadership, and design

Executive Alignment & Creative Leadership Guidance
Behavioral Design for Conscious Lifestyles
Transformational Environmental & Spatial Design
Immersive Experience Design for Spaces, Events & Retreats
Regenerative Design Thinking & Sustainable Innovation
Team Inspiration & Culture Transformation

Technical & Consumer-Aligned

Delivering excellence from concept to consumer

End-to-End Garment Development
Advanced Digital Tools
Customer-Centric Design & Lifestyle Alignment
Retail Visuals & Merchandising Mastery
Accessories, Graphics & Packaging Design

☀️ **ACCOMPLISHMENTS** ☀️

Launched one of the first all-organic, root-dyed lifestyle collections — *New York, 2005*
Awarded and copyrighted a unique root-dye technique for cotton yarn — *Istanbul, 2006*
Recognized among “10 Best Upcoming Designers” — *Pitti Uomo, Italy, 2006*
Selected in “Top 100 Designers” — *Las Vegas, 2007*
Winner of “Trendy Dress Shirt Designer of the Year” — *Istanbul, 2008*
Received the “Golden Hand” Award for driving 50–80% retail sales growth — *2007–Present*
Pioneered conscious design in luxury menswear — *merging ethics with aesthetics since 2005*
Developed regenerative capsule collections with artisan partners — *showcased in New York & London*
Mentored emerging designers and creative leaders *in sustainability and conscious innovation*



PROFESSIONAL EXPERIENCE

CONSCIOUS LIFE DESIGNER – Design Director

Worldwide | 04/2011–Present

With over twenty-five years of experience shaping and revolutionizing men's and women's lifestyle concept collections, I create with a deep sense of awareness and purpose. My work pushes the boundaries of innovation while continually refining and elevating trend-setting lifestyles that not only lead, but thrive within sustainable, circular systems — paving the way toward a vibrant, eco-conscious future.

As a Conscious Life Designer, I guide individuals, founders, and brands through transformative journeys — weaving purpose-led strategy with soulful design to align vision, creativity, and impact.

ALTAR – Design Director

London & Istanbul | 04/2021–Present

Led the conceptual and seasonal design direction for luxury nomadic collections aligned with conscious consumer values.

Project-Based Consultant Designer

New York & Global | 1999–Present

John Varvatos, Rogan Jeans, Pepe Jeans London, Marithé + François Girbaud, Nautica, Victoria's Secret, Donna Karan, Calvin Klein, Perry Ellis, Izod, Jones New York, Nine West

Roles included: Concept development, collection direction, tech packs, fittings, and retail design consulting.

Patriarch Partners / 180's – Design Director

New York | 03/2019–09/2020

Led design of sustainable outerwear collections that combined fashion relevance with functional utility.

Orka Group – Creative Director

Istanbul | 10/2013–03/2014

Directed creative branding and seasonal strategy for D'S Damat, Tween, and Damat across 200+ stores.

Bilsar – Creative & Design Director

Istanbul | 01/2007–07/2011

Oversaw full-cycle design development for Bil's Store and brand collaborations including Austin Reed, Fred Perry, Muji, and Original Penguin.

Sean John Outerwear – Head Designer

New York | 07/2001–10/2003

Steered urban outerwear collections and brought trend-forward innovation to market.

G-III Apparel Group – Designer

New York | 01/2001–07/2001

Developed licensed outerwear collections with a focus on market differentiation.

Scotch & Soda – Head Designer

Istanbul | 04/1998–05/1999

Designed collections and expansion strategies for the Turkish and European market.

Baha Kutan, Inc – CEO & Creative Director

New York | 01/2005–Present

Founder and visionary behind Baha K and Seveneves — globally recognized lifestyle boutique design labels known for purpose-driven collections and high-end craftsmanship.

For detailed information on retail presence, showroom presentations, and international fashion fairs and events attended: www.alibahakutan.com/branding



BAHA KUTAN

TRANSFORMATIONAL JOURNEYS FOR CREATIVE LEADERS & CULTURE SHIFT

(Developed and delivered in both individual and organizational settings)

In addition to design leadership, I guide human-centered evolution within companies through structured transformational journeys.

4-Week Reboot & Rise

A foundational reset designed to clear stagnation and activate clarity, energy, and momentum.
Ideal for creative professionals and founders seeking immediate recalibration.

7-Week Conscious Realignment Journey

A structured progression to align personal or team vision with strategic focus, reframe habits, and establish sustainable rhythms of performance and well-being.

12-Week Life Transformer

An immersive, full-spectrum transformation to redesign creative direction, leadership patterns, and daily systems for individuals or organizations ready to lead with conscious intention.

ADDITIONAL LINKS

For individuals and creative professionals seeking personal transformation:

www.alibahakutan.com/my-services

For organizations and visionary teams ready to evolve their brand and culture:

www.alibahakutan.com/branding

EDUCATION

Fashion Institute of Technology, New York

Associate in Applied Science, Menswear Design Major

Additional Courses: Interior Design

New York Institute of Technology, New York

Bachelor of Science in Business Administration & Management

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

For additional certifications, tools, and lineage-based training:

www.alibahakutan.com/conscious-life-design (under "My Tools")