

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 guide the transformation.

As a Creative Director with over 25 years of international experience across fashion, interiors, product collections, installations, and spatial design (the design of physical environments, experiences, and atmospheres), I collaborate with companies who recognize that creativity must evolve — becoming not only visually Acompelling but also ethically responsible, strategically sound, and deeply aligned with the way we live and work.

Trusted by global brands to lead creative evolution across three continents, I bridge high-level direction with conscious lifestyle intelligence. From brand systems to collection development, from workspaces to digital platforms, I craft integrated experiences that speak to the emerging values of the modern world — clarity, functionality, sustainability, and purpose.

I operate across disciplines: fashion and interiors, visual identity and packaging, retail environments and digital design. I also work closely with decision-makers to align creative output with evolving leadership visions, ensuring transformation is embedded across every level of a brand or business.

Every project I touch considers its impact on people and planet — creativity as regeneration, not depletion.

I create with one truth: creativity must now serve life — intelligently, responsibly, and with vision.

Known for delivering immersive, future-conscious solutions, I guide companies ready to lead in a world where creativity is no longer a surface, but a strategy.

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CORE COMPETENCIES

Creative & Strategic

Creative Innovation & Strategic Problem-Solving
Conscious Brand Strategy & Story Development
Holistic Creative Direction Across Media & Formats
Brand Aesthetic Direction & Visual Identity Development
Immersive Experience Design for Spaces, Events & Retreats
Menswear & Womenswear Concept Design

Transformational & Regenerative

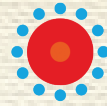
Executive Alignment & Creative Leadership Guidances
Behavioral Design for Conscious Lifestyles
Transformational Environmental Design
Regenerative Design Thinking & Sustainable Innovation
Team Inspiration & Culture Transformation

Technical & Consumer-Aligned

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 unique root dye technique for cotton yarn — Istanbul, 2006
Named “10 Best Upcoming Designers” — Pitti Uomo, Italy, 2006
Selected among “Top 100 Designers” — Las Vegas, 2007
Won “Trendy Dress Shirt Designer of the Year” — Istanbul, 2008
Received “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 NY & London
Mentored emerging designers on sustainability and creative leadership



BAHA KUTAN

PROFESSIONAL EXPERIENCE

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, J.Crew

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

London | 04/2021–Present

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 — purpose-driven collections presented and sold through select high end lifestyle retail boutiques
For detailed information on retail presence, showroom presentations, and international fashion fairs and events attended: www.alibahakutan.com/branding

Designing for a new world — where aesthetics meet awareness, and every choice leaves a lasting imprint.



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")