



BATES DESIGN
X JORDAN BRAND
BRAND PARTNERSHIP
& COLLABORATION





BARBARA BATES & BRAND JORDAN

INTRODUCING THE BARBARA BATES x JORDAN BRAND COLLABORATION:

A FUSION OF FASHION AND ATHLETICISM,
CELEBRATING THE LEGACY OF TWO CHICAGO
ICONS.

BARBARA BATES STANDS AS A CHICAGO DESIGNER
AND FASHION ICON, HER ENDURING BOND
WITH MICHAEL JORDAN THROUGHOUT THE
VIBRANT DECADES OF THE 80S AND 90S
ENCAPSULATING A NARRATIVE OF
SIGNIFICANCE WITHIN JORDAN'S
ILLUSTRIOUS CAREER - BEYOND SPORTS.
THEIR COLLABORATIVE ENDEAVORS IN THE
REALM OF FASHION PREDATE ITS CONTEMPORARY
VOGUE, UNDERSCORING THEIR PIONEERING SPIRIT
IN THE INDUSTRY. STEP INTO HISTORY WITH THE
CREATION OF A LIMITED-EDITION SNEAKER THAT
HONORS BARBARA'S TIMELESS DESIGNS DURING
MICHAEL'S LEGENDARY CAREER.



OFF-COURT ELEGANCE. ICONIC LEGACY.



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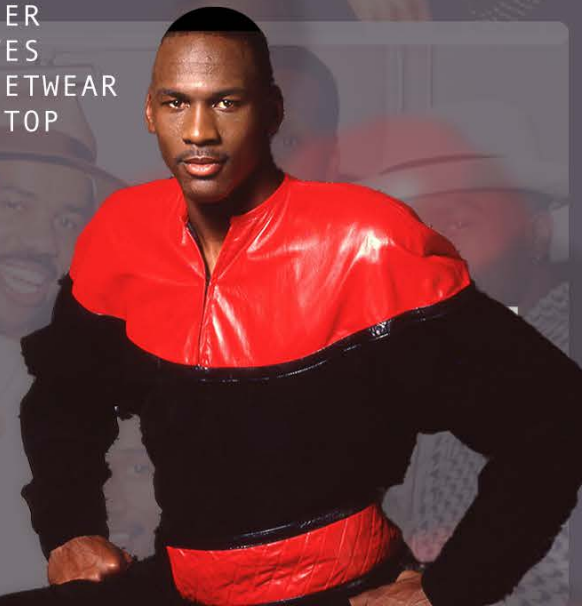
BARBARA BATES
& BRAND JORDAN

THE BARBARA BATES STORY

BARBARA BATES IS A RENOWNED VISIONARY FASHION DESIGNER, ENTREPRENEUR, AND FOUNDER OF BATES DESIGNS. WIDELY KNOWN FOR HER INNOVATIVE DESIGNS AND UNMATCHED ARTISTRY, WHICH HAVE ATTRACTED A QUINTESSENTIAL A-LIST OF TOP CONNOISSEURS OF FASHION, TASTE, AND STYLE. BATES HAS DRESSED THE ICONS OF EVERY INDUSTRY, INCLUDING TOP CELEBRITIES LIKE MICHAEL JORDAN, OPRAH WINFREY, STEVE HARVEY, MIKE TYSON, SNOOP DOGG, AND THE LATE WHITNEY HOUSTON. HER NAME GARNERS RESPECT IN BOTH LUXURY FASHION AND PHILANTHROPY, EVERYWHERE FROM LOCAL COMMUNITIES TO THE BOARDROOMS OF THE HIGHEST INSTITUTIONS.

BORN AND RAISED IN THE VIBRANT CULTURAL HUB OF CHICAGO, IL, BATES DEVELOPED A PASSION FOR FASHION AT A YOUNG AGE, DRAWING INSPIRATION FROM THE ECLECTIC ENERGY OF THE CITY STREETS. WITH A KEEN EYE FOR DETAIL AND A DEEP APPRECIATION FOR CRAFTSMANSHIP, SHE HONED HER SKILLS WORKING ALONGSIDE INFLUENTIAL TRENDSETTERS AND IMMERSING HERSELF IN THE EVER-EVOLVING WORLD OF FASHION. A VIRTUOSO OF FABRIC, INCLUDING HER EXPERTISE IN SPECIALTY LEATHER, BARBARA BATES IS A DESIGN ARTIST WHO MOVES EASILY BETWEEN STUNNING RUNWAY PRESENTATIONS TO LUXURY CUTTING-EDGE STREETWEAR REFERRED TO AS "STREET COUTURE". HER DESIGNS ARE HIGHLY SOUGHT AFTER BY TOP FASHION TRENDSETTERS, INCLUDING CULTURAL ICONS OF STREETWEAR CULTURE.

OFF-COURT ELEGANCE. ICONIC LEGACY.





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BARBARA BATES & BRAND JORDAN

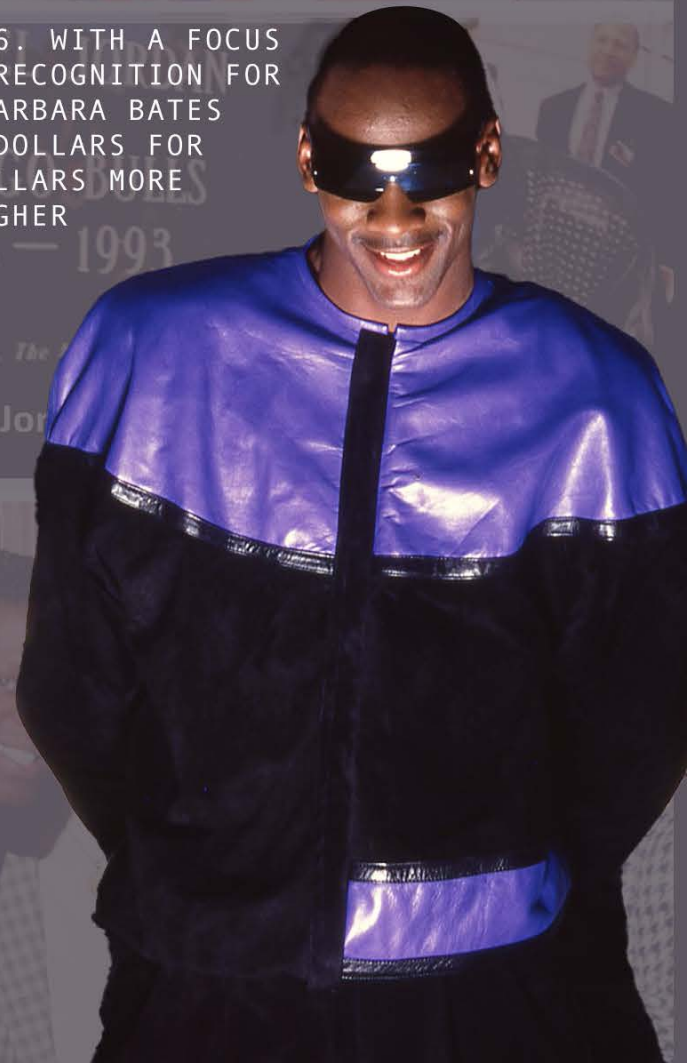
THE BARBARA BATES STORY (CONTINUED)

BATES FOUNDED HER EPONYMOUS FASHION BRAND, "BATES DESIGNS," IN 1986. WITH A FOCUS ON CREATIVITY AND SOCIAL RESPONSIBILITY, HER BRAND QUICKLY GAINED RECOGNITION FOR ITS FUSION OF CUTTING-EDGE DESIGNS AND PHILANTHROPIC PRINCIPLES. BARBARA BATES HAS USED HER FASHION TO PERSONALLY RAISE MORE THAN HALF A MILLION DOLLARS FOR WOMEN'S HEALTHCARE AND SHE HAS DONATED HUNDREDS OF THOUSANDS OF DOLLARS MORE IN PROM ATTIRE TO CHICAGO YOUTH TO ENCOURAGE THE ADVANCEMENT OF HIGHER EDUCATION - AND BEYOND.

IN 2022, BARBARA BATES' HIGH-ART FASHION MASTERPIECES WERE CELEBRATED BY THE PRESTIGIOUS CHICAGO HISTORY MUSEUM IN A GROUNDBREAKING EXHIBIT. AMONG HER LONG LIST OF HONORS, SHE HAS BEEN RECOGNIZED AS A "WOMAN OF EXCELLENCE" BY THE CHICAGO DEFENDER AND HONORED BY MOUNT SINAI HOSPITAL, WHICH NAMED AN IMAGING CENTER AFTER HER IN ACKNOWLEDGMENT OF BARBARA'S TIRELESS EFFORTS IN LEVERAGING HER FASHION DESIGNS TO FOSTER OPPORTUNITIES AND SOLUTIONS WITHIN UNDERSERVED COMMUNITIES.

AS A TRAILBLAZER IN THE INDUSTRY, BARBARA BATES CONTINUES TO PUSH BOUNDARIES AND INSPIRE CHANGE, PROVING THAT FASHION CAN BE BOTH BEAUTIFUL AND CULTURALLY FORWARD. WITH HER INNOVATIVE DESIGNS AND STEADFAST COMMITMENT TO THE CHICAGO COMMUNITY, SHE IS LEADING THE WAY TOWARD A MORE CREATIVE AND COMPASSIONATE FASHION LANDSCAPE.

OFF-COURT ELEGANCE. ICONIC LEGACY.





BARBARA BATES
& BRAND JORDAN



CULTURAL INFLUENCE

“BATES DESIGNS EMPOWERS INDIVIDUALS TO EXPRESS THEIR UNIQUE IDENTITY THROUGH METICULOUSLY CRAFTED GARMENTS THAT SEAMLESSLY BLEND TIMELESS ELEGANCE WITH CONTEMPORARY FLAIR. WE STRIVE TO INSPIRE CONFIDENCE, CREATIVITY, AND AUTHENTICITY IN EVERY INDIVIDUAL WHO WEARS OUR CREATIONS, FOSTERING A CULTURE OF SELF-EXPRESSION AND EMPOWERMENT THROUGH FASHION.”

-FOUNDER AND CEO, BARBARA BATES

OFF-COURT ELEGANCE. ICONIC LEGACY.



BARBARA BATES
& BRAND JORDAN

BRAND ALIGNMENT

HERITAGE AND CRAFTSMANSHIP

BARBARA BATES IS KNOWN FOR HER INNOVATIVE DESIGNS AND CRAFTSMANSHIP. COLLABORATING WITH JORDAN BRAND COULD INFUSE THE ELEMENTS OF PAST CUSTOM DESIGNS SHE CREATED FOR MICHAEL, ADDING A NEW DEPTH, SOPHISTICATION, AND LEGACY TO THE JORDAN SNEAKER INSTALLMENT.



OFF-COURT ELEGANCE. ICONIC LEGACY.

DIVERSITY & INCLUSIVITY

BARBARA BATES DESIGNS HAS A HISTORY OF PROMOTING WOMEN'S EMPOWERMENT, DIVERSITY, AND INCLUSIVITY IN THE FASHION INDUSTRY. PARTNERING WITH JORDAN BRAND COULD HELP PROMOTE THESE VALUES WITHIN THE REALM OF SPORTS, COUTURE STREETWEAR FASHION, FOSTERING A CONTINUED INCLUSIVE COMMUNITY AROUND THE BRAND.

DIVERSITY & INCLUSIVITY

THE JORDAN BRAND AND BARBARA BATES COLLABORATION IS NOT JUST ABOUT THE PRODUCT DESIGN; BUT ABOUT THE STORYTELLING OF THE TWO ICONIC COLLABORATIONS OVER DECADES. THE COLLABORATION COULD LEVERAGE THE STORIES BEHIND BOTH BRANDS, CELEBRATING THEIR RESPECTIVE JOURNEYS AND CREATING A NARRATIVE THAT RESONATES WITH CONSUMERS ON A DEEPER LEVEL.



BARBARA BATES
& BRAND JORDAN

BRAND ALIGNMENT

LIMITED EDITION SHOE

EXCLUSIVE SHOE RELEASE THAT CREATES BUZZ AND EXCITEMENT AMONG CONSUMERS. THE COMBINATION OF JORDAN BRAND'S ICONIC STATUS AND BARBARA BATES DESIGNS' UNIQUE AESTHETIC COULD RESULT IN HIGHLY SOUGHT-AFTER LIMITED EDITION PRODUCTS, DRIVING DEMAND AND SALES.



EXPANDING MARKET REACH

COLLABORATING WITH BARBARA BATES DESIGNS COULD HELP JORDAN BRAND TAP INTO NEW MARKET SEGMENTS, PARTICULARLY THOSE INTERESTED IN VINTAGE MJ CUSTOM DESIGNS. THIS EXPANSION OF THE BRAND'S REACH COULD OPEN UP NEW OPPORTUNITIES FOR GROWTH AND DIVERSIFICATION. AROUND THE BRAND.

IN SUMMARY

IN SUMMARY, A COLLABORATION BETWEEN JORDAN BRAND AND BARBARA BATES DESIGNS HAS THE POTENTIAL TO CREATE SOMETHING TRULY UNIQUE, BLENDING CHICAGO FASHION HISTORY WITH INNOVATION, ELEGANCE, AND STREETWEAR. IT COULD GENERATE EXCITEMENT, DRIVE SALES, AND REINFORCE BOTH BRANDS' COMMITMENT TO CREATIVITY, HISTORY, DIVERSITY, AND INCLUSIVITY.

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BARBARA BATES
& BRAND JORDAN

BARBARA'S INNOVATIVE DESIGN APPROACH

VISUAL PRESENTATION COLLAGE IMAGES OF
WORK:

INCLUDE THE DIFFERENT JORDAN SNEAKERS
DURING THAT TIME PERIOD (87-95).

SHOWCASE & OR EXPLAIN HOW BARBARA'S
DESIGN AESTHETIC SEAMLESSLY
INTEGRATES WITH ICONIC NIKE/JORDAN
SILHOUETTES

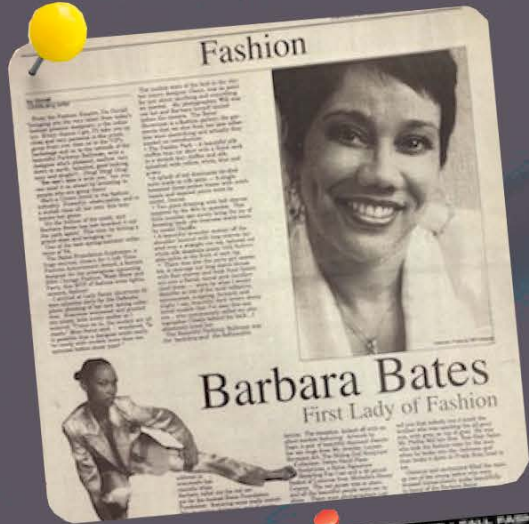
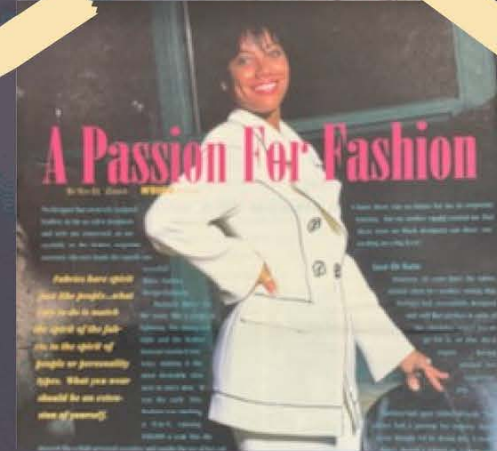
USE IMAGERY THAT EVOKES THE NOSTALGIA
AND EXCITEMENT OF MJS CAREER (87-95)
THAT CAN RESONATE WITH FANS AND TRUE
SNEAKERHEADS.

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BARBARA BATES
& BRAND JORDAN

BARBARA BATES IN THE NEWS



ARTICLES WRITTEN
ABOUT BARBARA BATES



OFF-COURT ELEGANCE. ICONIC LEGACY.



BARBARA BATES
& BRAND JORDAN



DIGITAL CAMPAIGN

LAUNCH A DIGITAL MARKETING CAMPAIGN ACROSS SOCIAL MEDIA PLATFORMS, INCLUDING SPONSORED POSTS, IGTV VIDEOS, AND INSTAGRAM STORIES FEATURING BEHIND-THE-SCENES FOOTAGE AND INTERVIEWS WITH BARBARA BATES AND MICHAEL JORDAN. IDENTIFY A LIST OF MEGA, MACRO, AND MICRO (REGIONAL + NATIONAL) CONTENT CREATORS TO COLLABORATE WITH FOR AN INFLUENCER DIGITAL CAMPAIGN TO SHOWCASE THE SNEAKERS IN CREATIVE WAYS AND REACH NICHE AUDIENCES.

APPROACH THE BATES DESIGN AND JORDAN BRAND COLLABORATION CAMPAIGN WITH A HOLISTIC VIEW TO TRADITIONAL INFLUENCER AND VIP RELATIONS. THROUGH CREATIVE ACTIVATIONS AND EXPERIENTIAL IRL EVENTS, STRATEGIC BRAND PARTNERSHIPS, A UNIQUE AMBASSADOR PROGRAM, AND THOROUGH PRESS OUTREACH COMPLEMENTING DIGITAL INITIATIVES, AND IMPLEMENT A THOUGHTFUL CAMPAIGNS THAT MAXIMIZE OVERALL BRAND AWARENESS, AMPLIFY SOCIAL ENGAGEMENT, AND EXCEED MARKETING GOALS FOR BOTH.

OFF-COURT ELEGANCE. ICONIC LEGACY.



BARBARA BATES
& BRAND JORDAN

DIGITAL CAMPAIGN

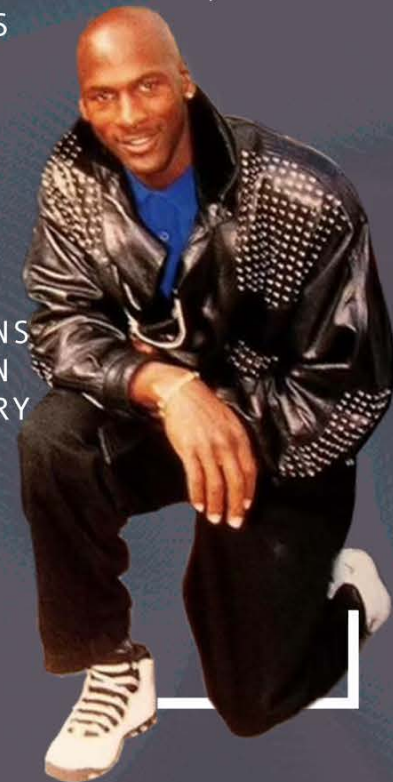
EARNED INFLUENCER + VIP PLACEMENT/ VIP PARTNERSHIPS

SECURE EARNED INFLUENCER PLACEMENTS AND ORGANIC CELEBRITY SIGHTINGS THROUGH CREATIVE ACTIVATIONS, SEEDING, AND IRL EVENTS. WITH A COMBINED EXTENSIVE ROLODEX OF INDUSTRY CONTACTS, LEVERAGE STRONG RELATIONSHIPS WITH TASTEMAKERS, THOUGHT LEADERS, TALENT AGENTS, MANAGERS, STYLISTS, AND CELEBRITIES TO SEAMLESSLY INTEGRATE THE PARTNERSHIP INTO THE LIVES OF TODAY'S CURRENT INFLUENTIAL INDIVIDUALS.

IN ADDITION TO ORGANIC PLACEMENTS, SECURE A LARGE-SCALE DIGITAL CAMPAIGN OR CELEBRITY ENDORSEMENT, FROM CREATIVE CONCEPTUALIZATION AND TALENT SELECTION TO MAXIMIZE ROI FROM A CAMPAIGN EXECUTED SEAMLESSLY - FROM START TO FINISH.

IMMEDIATE PRESS CONVERSION

AS AN ANCILLARY LAYER TO THE DIGITAL STRATEGY, EACH INFLUENCER AND VIP INITIATIVE IS COMPLEMENTED WITH BUSINESS AND LIFESTYLE EDITORIAL OUTREACH TO ARCHITECT COHESIVE, 360-DEGREE STORYTELLING THAT IS ECHOED WITHIN TRADITIONAL AND SOCIAL MEDIA, FURTHERING REACH AND IMPACT WITHIN THE PURVIEW OF CONSUMERS. PARALLEL BOTH DIGITAL AND EDITORIAL, TO ENSURE CONSISTENT AND CREATIVE MESSAGING IS UTILIZED ACROSS ALL CHANNELS TO ENSURE CAMPAIGNS RESONATE AND GARNER RECOGNITION ACROSS THE CONSUMER AND INDUSTRY LANDSCAPE ALIKE.





OFF-COURT ELEGANCE. ICONIC LEGACY.







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BARBARA BATES DIGITAL+VIP TARGETS

THE BARBARA BATES X JORDAN BRAND TARGET AUDIENCE IS NOT LIMITED TO WOMEN ALREADY IMMersed IN THE FASHION/SNEAKER WORLD. THIS IS AN OPPORTUNITY TO HIGHLIGHT THOSE DOING THE WORK IN THEIR COMMUNITY AND SPEARHEADING WOMEN'S EMPOWERMENT/ADVANCEMENT INITIATIVES, LOCALLY AND GLOBALLY.

 *  WOMEN 20 AND BEYOND!

 *  PASSIONATE ABOUT UNIQUE MOMENTS TO PARTICIPATE IN, TIMED TO FASHION/SNEAKER HISTORY.

 *  INTEREST IN FASHION AND/OR SNEAKERS OR HAS A DEFINED SENSE OF PERSONAL STYLE.

 *  UNDERSTANDS TRENDS BUT IS UNAFRAID TO TRY NEW THINGS.

 *  COMMUNITY-FOCUSED WOMEN - THOSE WHO ARE INTENTIONALLY PARTICIPATING IN THEIR EDUCATION, AND HEALTHCARE, AND HAVE VOICED OUT COMMUNITY CONCERNS, ALIGNING WITH BARBARA BATES AND JORDAN BRAND.





OFF-COURT ELEGANCE. ICONIC LEGACY.



BARBARA BATES
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MARKETING AND PROMO STRATEGY IDEATION

TEASER CAMPAIGN

-  GENERATE BUZZ WITH TEASER IMAGES AND CRYPTIC MESSAGES ON SOCIAL MEDIA PLATFORMS, HINTING AT THE UPCOMING COLLABORATION.
-  UTILIZE INSTAGRAM, TWITTER, AND TIKTOK TO REACH A WIDE AUDIENCE OF SNEAKERHEADS, FASHION ENTHUSIASTS, AND SPORTS FANS.

EXPERIENTIAL EVENT CURATION

-  CREATE AN IMMERSIVE AND MEMORABLE EVENT EXPERIENCE FOR CELEBRITIES, VIP INFLUENCERS, AND LOYALISTS OF BARBARA BATES DESIGNS AND JORDAN BRAND. THIS EVENT WILL AIM TO LEAVE A LASTING IMPRESSION AND FOSTER GENUINE CONNECTIONS IN THE CITY OF CHICAGO TO CELEBRATE THE THOUGHTFUL COLLABORATION. THE EVENT WILL AIM TO EVOKE EMOTION AND CONVERSATIONS AND CELEBRATE THE DEEP-ROOTED HISTORY OF CHICAGO FASHION CULTURE.

STEP INTO THE HEART OF CHICAGO'S VIBRANT FASHION SCENE WITH AN EXCLUSIVE EVENT CELEBRATING THE DYNAMIC COLLABORATION BETWEEN BARBARA BATES DESIGNS AND JORDAN BRAND. WHETHER A CURATED DINNER, DESIGN DIALOGUES, FASHION FUSION WORKSHOPS, OR A NOSTALGIC SNEAKER AND APPAREL SHOWCASE, CONSUMERS CAN PREPARE TO IMMERSE THEMSELVES IN AN EVENING STEEPED IN CULTURE AND HISTORY.

EMAIL MARKETING

-  BUILD ANTICIPATION WITH EMAIL NEWSLETTERS AND UPDATES SENT TO SUBSCRIBERS, OFFERING SNEAK PEEKS, RELEASE DATES, AND EXCLUSIVE OFFERS.

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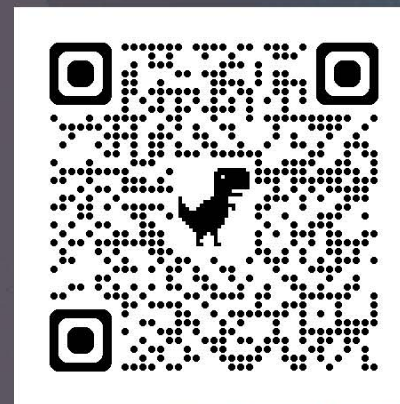


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THANK YOU!
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