



OPEN Magazine

By Angel Millar/For ORTTU

OPEN

A print magazine for apparel brand ORTTU
By Angel Millar

- High-LTV Customer Acquisition and Retention Tool, given to customers.
- PR tool: Established ORTTU as a cultural leader, at the heart of fashion, beauty, and luxury, showcasing diverse voices.
- I directed and managed the entire magazine process: Concept, layout, photography, copy, printing, and distribution.



ORTTU: OPEN Print Magazine

Creating Brand Equity Through Editorial Innovation.

I created the print magazine OPEN as a tool for high-value customer retention and for broader PR.

Focusing on creatives, especially in the world of home furnishing, fashion, and beauty, OPEN featured interviews and photoshoots with international artists, influencers, and other creatives, as well as Keeco home furnishing CEO Chris Grassi and home furnishing brand IchCha.

I conceived and directed the aesthetics, layout, and contents of the magazine, including interviews and photoshoots.

Seen through fashion

An Interview with Kaylan Graham

Kaylan Graham is known for his work as a model, stylist, and content creator. He's currently developing a new project, titled UNCEYED, uncovering the philosophy and methodology behind some of the most inspiring creatives across various fields. We asked him about his life and about his work. And we also photographed him wearing some of his favorite ORTTU pieces in SoHo, New York City (styled by Natalia Spyszkow).

OPEN: You've done some modeling in the past.

KAYLAN: Yes, my proudest moments were working with Calvin Klein and H&M. I did a campaign with H&M in 2006. And 2007 and 18, I did some work with Calvin Klein. That just exposed me to the creative industry. Really my biggest takeaway was just to be in the same room as the most creative people and watching their process.

OPEN: So, what's your background? Did you study fashion?

KAYLAN: I didn't study fashion. But around 2015, I started my journey in fashion when I started modeling full-time. I was born and raised in Chicago, about four hours east of Chicago, and it's not a fashion capital, so I did some work here, in New York, and was going back and forth for jobs.

OPEN: And, as you're also an entrepreneur and you've done several different things. Tell us about that.

KAYLAN: "Entrepreneur" is a little too businessy, I feel. I hate to focus so much on the business side of things. I really want to figure out, in the world of fashion, how I can continue to live my passion and live and express myself through my art but also reach people and connect with people through the arts. The whole thing of being a creative is just creating and, often, if you happen to make money from it, great. —

Photographer: Taylor Sauer



INFLUENCER

That's what I was waiting for? At the time, he was practicing the Indonesian martial art of Silat. And it turned out that Sufis of the Neighbourhood Tarbiyah were practicing dhikr ("remembrance of God") in the same place as he was training. A few Sufis were even training with him, devoting themselves to martial arts and mysticism. "Silat, Sufism, meditation; everything connected," says Jayro. "They were the toughest two years of my life and, at the same time, the spiritually highest two years."

Then, in 2003, Japan was sent reeling from the Tohoku earthquake and tsunami. The following year, still in shock from the devastation, Japan's economy began to shrink. Everything changed. In September, Jayro's life in Japan came to an end and he returned to France. "I was 29 and I waited something tough," he says. "The only way to get that was the French Foreign Legion." As the name implies, the legion is a French army made up of foreigners to France. But, knowing that there were always loopholes, Jayro applied anyway. They took his papers along with everything else he arrived with, made him do pull-ups (to test his physical fitness), and then spent the next couple of months checking his background. "I got accepted and I did my six months training," says Jayro.

So I did the six months. Everything went well. I ended up third in the promotions after two Spanish guys. I loved it—the training, lifestyle, the diversity of everything we were learning—but still the main thing was missing: love. Joy and content is love. But, the way the army expressed it didn't fit with me. We men competing and fighting. I didn't find that much fraternity. Some were there for the money, some because they wanted to put a picture of them on Facebook. Some were there because daddy was a legionnaire, and some were there because they didn't know what to do with their lives. I needed spirituality.

"The value of the army was basically that you are trained and you're ready to die. Especially in the Legion, you must be ready to shoot and die. That's the rule of the game. I love sacrifice in the divine and etymological way (from Latin sacrificium, to serve a priestly function, and sacra, a "sacred rite") to give to the divine. So after six months, I was a good soldier. I did very good. But I wasn't in the right place. I felt I could pretend but inside it was something like a light getting turned down."

Like many young men, Jayro found his purpose in life over a long period of time, trying different things and seeing what worked and what didn't and, more importantly, seeing what fulfilled him and what was missing. In France, he applied for different jobs, but with a resume as diverse as his, potential corporate employers didn't know what to do with him. Then a friend mentioned the MarkMind Project to him. "They were the first doing intuitive weekends, based on military training, spiritual, intuitive approach, and psychological support," says Jayro. Only in his Silat training had he experienced the combination of meditation, prayer, and fighting. —

Photographer: Taylor Sauer

SPIRITUALITY

ORTTU: Inclusivity

A Brand People Love, and Feel Loved By

Appealing largely to gay and gender-non-conforming persons, OPEN represented not only the aforementioned groups but people of different ethnicities, body types, and lifestyles.

In the pages (left) are Kaylan (model, creator, and influencer) and Jayro (French Sufi life coach).

We also included interviews with Indian, women-led home designers, a Tbilisi-based fashion designer, and a Polish-British fine art painter. We also published an article by an Indian economist, and hired an Iranian photographer in paris.

Upbeat and creative, OPEN focused on shared aspiration, love of beauty and originality, and the desire to be (and express) ourselves.



Polish-British artist Antoni Malinowski
Photographed for OPEN magazine



Catherine Rodriguez,
Digital fashion design



Casa Grace,
Quilted fabric for a jacket



Wael Davis,
Marketer and influencer



Photograph for an article by
Indian economist Ram Nidumolu

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