



DRESS

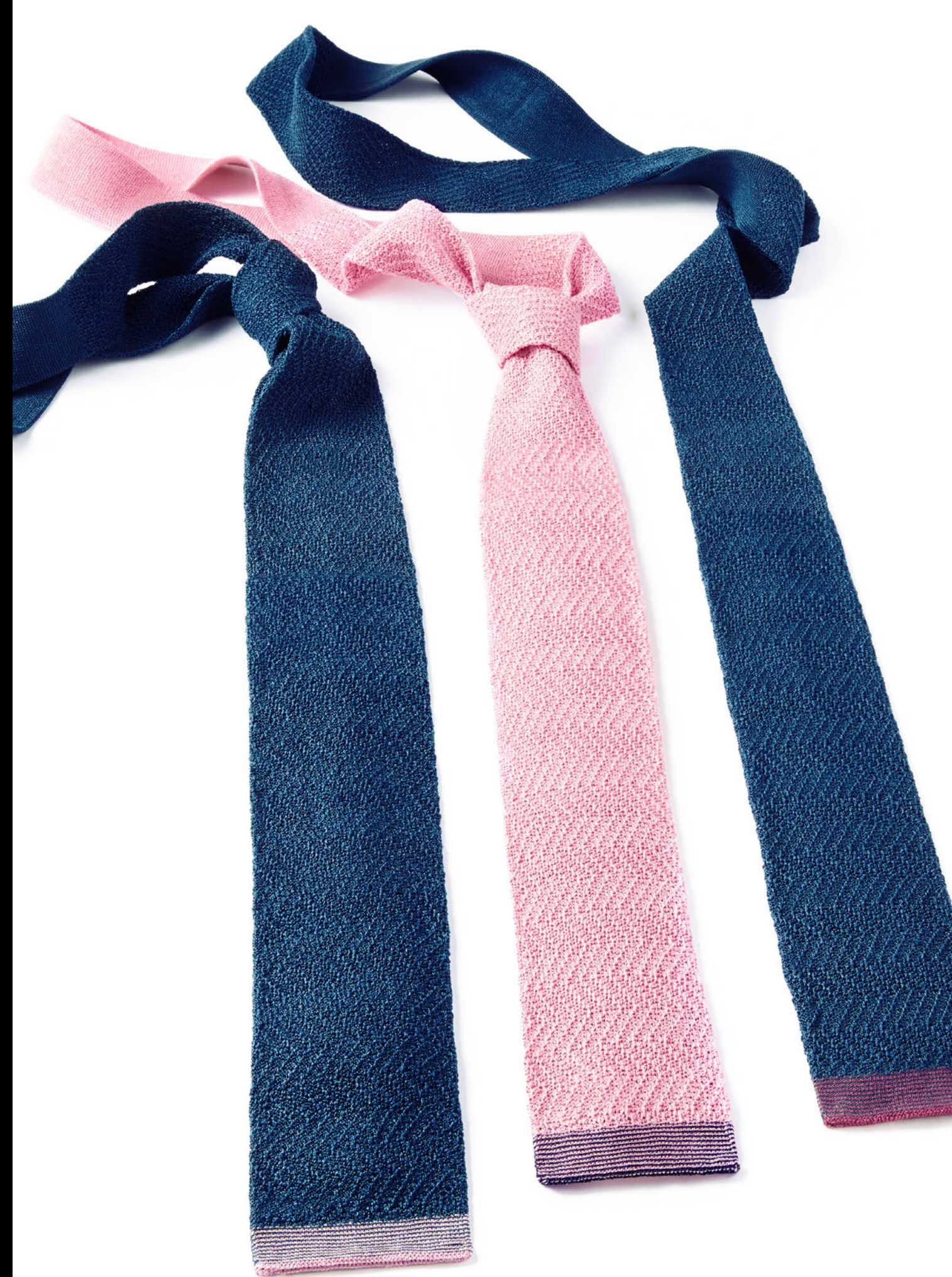
CODE

DNA

THIS NECKTIE TOOK FIVE YEARS TO PRODUCE. IT TOOK A TEAM OF SCIENTISTS AND ENGINEERS NEARLY 200 PERSON-YEARS TO COAX THESE FIBERS INTO EXISTENCE, AND THEN SPIN THEM INTO YARN TO MAKE THE TIE YOU SEE HERE. SO WHILE IT IS “JUST A TIE”, WE ARE AWFULLY PROUD OF IT.

TO CELEBRATE THIS, THE FIRST OF MANY PRODUCT RELEASES FROM BOLT THREADS, WE ASKED A FEW OF OUR FAVORITE PEOPLE TO MODEL IT FOR US: A COUPLE OF GROUND-BREAKING ATHLETES, AN ENTREPRENEUR, A SUSTAINABLE FASHIONISTA, A BAY AREA FASHION BLOGGER AND A WORLD-RENOWNED SILK RESEARCHER.

THEY ARE ALL SPORTING OUR KNIT NECKTIE MADE OF 100% HUMAN-MADE SPIDER SILK, IN DEEP BLUE AND FLAMINGO PINK, WITH ITS DISTINCTIVE “BETA SHEET” PATTERN.





ROBBIE ROGERS

LA GALAXY STAR

Robbie Rogers, a defender with the Major League Soccer team LA Galaxy, juggles careers: He's an author, a producer, a professional athlete and co-owner of a menswear brand. Oh, and he's the best dad ever. Well, he's tied for first, alongside his fiancée Greg Berlanti, known in their household as G-dad (Robbie is R-dad). His one-year-old son Caleb is a vegetarian. Robbie hopes to inspire Caleb to be environmentally and socially aware, which he says coincides with Bolt's values. Robbie is already setting a good example for his son as the first openly gay male athlete in the MLS. When he first came out, homophobia drove him out of the game. Meeting with LGBTQ students in Oregon made him realize the positive difference he could make by returning. Robbie tires of discussing his sexuality: He would rather advocate by kicking ass on the soccer field. So far, he has 18 US National Team appearances, two MLS Cups, and multiple NCAA Championships. We think you've proved your point, Robbie.



TANYA WRIGHT

ACTOR, ORANGE IS THE NEW BLACK

Tanya blows us away with her spunk, talent and drive. Growing up, she was a shy child, but grew to love facing her fears through acting. These days, Tanya continues to use acting to create riveting characters. We loved her in *Orange is the New Black* and *True Blood*, to name a few. Like us, she started her own business – she has her own line of haircare products called Hairiette. Because hair is made of proteins, there is actually substantial crossover between haircare and engineering silk! Tanya inspires us without even trying: when asked why she features more diversity in her films than most mainstream movies, she merely shrugged, “Art is about truth telling, so that’s my job.” If that doesn’t make Tanya your hero, this might: She is one of the few women in Hollywood to leave her hair in its natural state. Protein enthusiasts that we are, we loved watching her curls hop as she danced and laughed through her photoshoot!





BRIAN CHAN

MEN'S FASHION BLOGGER

There is a group of women who basically run the Bolt Threads office. They are not all bosses, but they are bosses, if you know what we mean. The fermentation team literally keeps us growing, but they also keep us entertained with memes, gifs, music, candy and all sorts of fun diversions. When it came time to choose people to model our neckties, we asked the fermentation team to give us their thoughts on some of the men's fashion bloggers we were considering. Our focus group took one look at Brian Chan, who hails from the Bay Area like us, and knew he was the one. We love Brian's look: he's a sort of modern day Northern California dandy. He looks great in everything! Who better to sport a necktie made of 21st century human-made spider silk? Brian is also a visual merchandiser at Unionmade, one of our favorite Bay Area clothing shops.



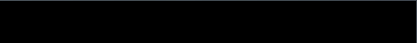




BENITA ROBLEDO

ACTOR AND SUSTAINABLE FASHIONISTA

Benita Robledo coined our new favorite term: “compassion fashion”! Along with acting, Benita advocates for the purchase of products that are made to help, rather than hurt, people and the environment. We discovered Benita on Instagram, where she shared her excitement about the potential of our technology. She didn’t need any convincing to hop on the Bolt Threads bandwagon. When we told her about the product, she nearly jumped out of her seat. She asked all about the science behind our ties – in fact, she went so deep that we had to refer her to our experts in the lab for the technical details. Benita loves activism, acting (she plays Deputy Valerie Clark on Teen Wolf) and knitting. We promised her some Bolt yarn to knit with soon – she wants to crochet a hat. We’re excited to work with this lovely lady again!







FIORENZO OMENETTO, PHD

LEADING SILK RESEARCHER

Fiorenzo Omenetto is our Italian godfather. Fio is one of the world's experts on the material properties of silk (check out his TED talk) and his work on silk at Tufts University was influential in starting our company. So it was only fitting that our photoshoot feature the man whose scientific contributions helped us conjure these ties into existence. "This is the future of manufacturing," Fio declared, "Holding an everyday object that comes from a material that was synthesized in the lab is a powerful demonstrator of what is to come in the future and where things will go beyond textiles." A Professor of Biomedical Engineering at Tufts, Fio runs the Department of Ultrafast Nonlinear Optics and Biophotonics (it's as cool as it sounds) and directs silklab, an interdisciplinary laboratory at the convergence of technology, biologically inspired materials and the natural sciences that emphasizes transformative approaches for sustainable materials for high-technology applications (think electronics that you can eat). He has published over 300 papers and peer reviewed contributions across these various disciplines. Fortunately for us, these impeccable scientific credentials come in an extraordinarily dapper package!



MILES CHAMLEY WATSON

WORLD CHAMPION FENCER

We've been carrying around a picture of Miles Chamley Watson since the day we started thinking about people to feature in our photo shoot. In the photo, he's wearing a Thom Browne leather track jacket and a tie, looking straight at the camera, with a whistle in his mouth. One look at that picture and we knew he was our guy. It didn't hurt that he's an Olympic medalist in fencing: he's exactly the sort of nerdy badass we wanted to help introduce Bolt Threads to the world. When Miles showed up for the shoot, he did not disappoint. In fact, he lit up the room. Miles quickly grasped the fundamental science behind the making of our spider silk necktie and was relieved to learn that there is no yeast in the finished product. He rocked every outfit we put him in, including our very special pink tie, which looks like it was designed just for him.







Bolt Threads

At Bolt Threads, a breakthrough technology company based in the Bay Area, we are developing the apparel of the future. Using proprietary technology based on research at UC Berkeley and UCSF, we are harnessing proteins found in nature to create programmable fibers and fabrics with both practical and revolutionary uses. We are a team of scientists, engineers and apparel experts who are developing the next generation of performance fabrics that will transform what we wear and how we live.

www.boltthreads.com