



BAJA NORTE



Our mission is to change the world through travel.

The more you move, the more you pay attention. Your worldview changes.

Your aperture widens, and you begin to see things in a new light.

You increasingly realize how connected we are and that the connection is inherently about movement.

Going, and returning. Being involved. Experiencing a place as if you lived there.

With Born Packed we are creating a first-of-its-kind media network that is truly integrated from inception, a lifestyle content and product brand ecosystem that is equally efficient and revolutionary. Above all we tell stories. Stories of places at specific moments in time by creating video and digital editorial content, physical products, collaborative partnerships and singular experiences.

Our unique approach starts with an immersive look at the geography of a place and how this meets time. Asking why a spot on this planet is what it is? What led up to now, and where is it headed? Our interest lies with the whole journey, and how truly seeing a place can change you, how it adds to your life and your narrative. We achieve this by working with a network of influential and engaged individual and corporate partners globally, we strive to dive deeper than traditional editorial, while simultaneously serving a very focused point of view.

We want to know the Executive Producers of this world, who are the changemakers, the creators, the dedicated artists of life. We want to know people that are showing up for their life and their passions, their missions, and their community everyday. Artists, Makers, Chefs, Architects, Musicians, Entrepreneurs, Social Entrepreneurs, Educators, Innovators, we want to know the storytellers of a place.

We show up.

We are Born Packed.

Journey well.

FOCUS

TJ to VALLE to ENSENADA to TECATE

How to best experience the journey?

Who to know?

Where to go?

What to eat?

What to drink?

What to see?

Where to stay?

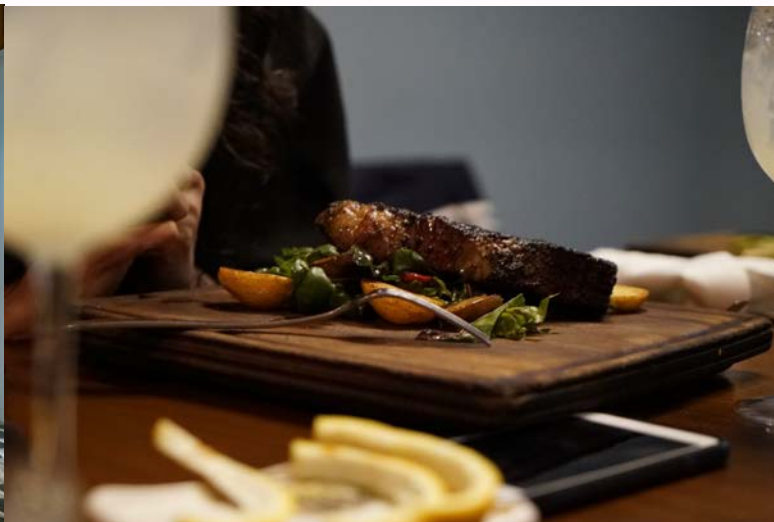
Where to play?

Who makes what? How and where?

Who makes the community what it is?











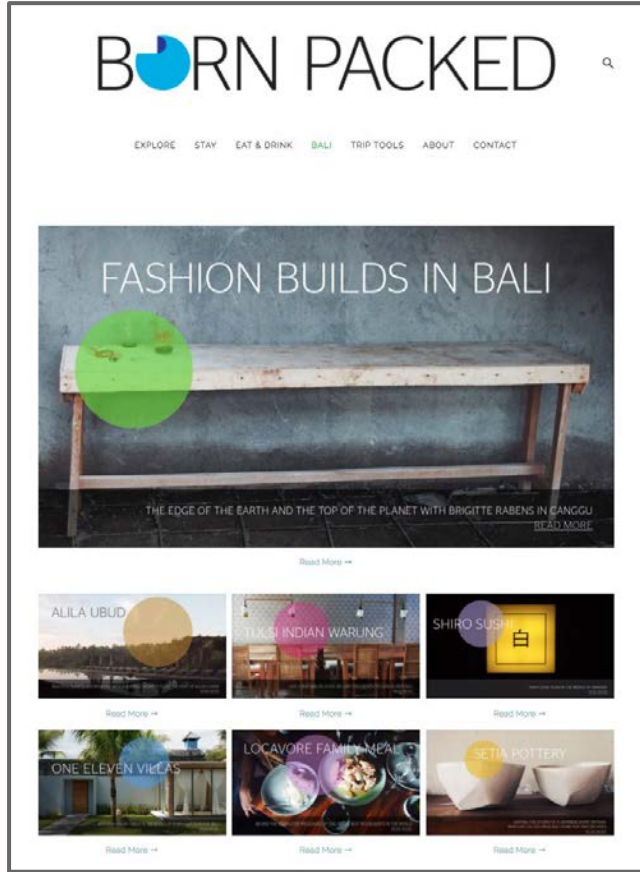




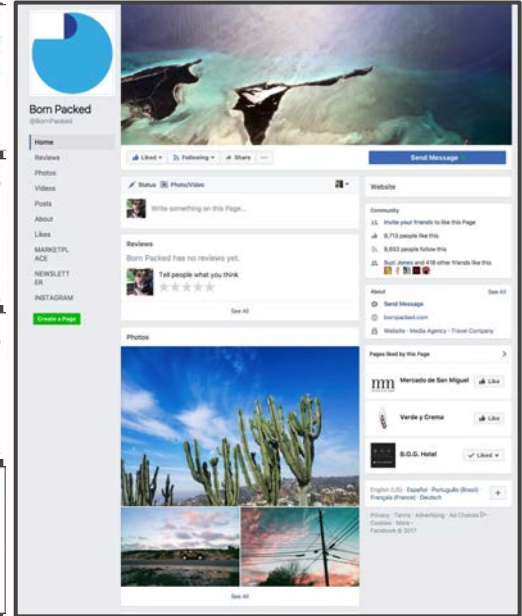
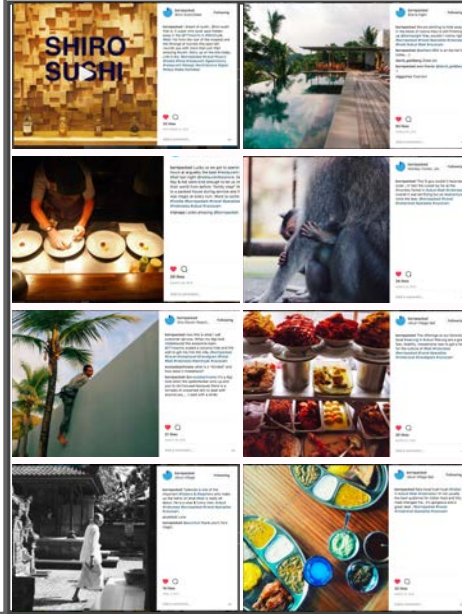




CONTENT



[BALI CASE STUDY](#)



MEDIA

BORN PACKED



BORN PACKED



Geren Lockhart, Co Founder

Geren Lockhart is an accomplished fashion and marketing executive and entrepreneur with extensive cross disciplinary experience consulting with global brands as a innovation, creative and marketing partner focused on the intersection of media, product and social impact for brands like West Elm, 20th Century Fox, and Kjaer Weis. Founder and creative director of Geren Ford, a global women's contemporary fashion lifestyle brand. Preceded by a multidisciplinary career in marketing and advertising working as a stylist, agent, and producer for global brands. Nike, Coca-Cola, American Express, Adidas, Apple and Levi's among them. Her unique expertise spanning industries and disciplines allows her to found and build brands while also creating content, designing and distribute products.



Paul Marlow, Co Founder

An expert in the world of product design, from ideation and creation to distribution, Paul developed his bona fides working for over a decade as a designer for brands like Marc Jacobs, Tory Burch, Original Penguin, Uniqlo, and Shinola. He is a member of the CFDA, the founder and creative director of Paul Marlow Studio, a luxury bespoke suiting brand and Loden Dager, a high fashion menswear brand.

