

Jean Bas - Landing Page - 31485

Do you admire beautiful garments and think, “I wish I could design something like that?” Want to bring high fashion into your wardrobe with your own hands?

With Jean Bas’ at-home fashion kits, now you can.

[video]

Fashionable clothing is about more than keeping with the trends. It’s how we express ourselves. Fashion is a source of discovery and joy, and everyone deserves to create their own couture.

That’s the philosophy of Jean Bas, a seasoned designer with more than four decades of experience. She’s dressed more than 10,000 women, and now, she’s giving you a chance to try your hand at fashion design.

Each kit contains high-quality fabric, tracing paper, and other essentials to bring your very own Jean Bas design to life. You’ll have access to digital modules showing you the step-by-step process. Simply unpack your kit and start your journey into homemade fashion.

[CTA] Order Now [link]

Meet Jean

Jean Bas began her life as a seamstress after a house fire wiped out her family’s belongings. Her neighbors donated clothing, which Jean altered to suit her needs. Out of that tragedy emerged a passion for fashion, and in 1981, Jean launched her own label, where she quickly garnered praise for her unique, luxurious garments. Now, she’s an esteemed designer and couturier.

After years of designing high-end pieces for her Newcastle clients and showing her creations in David Jones department stores, she decided to reinvent her business. Jean wanted to connect with fashion-minded customers and share her knowledge with the world. So, she launched the Jean Bas Design Lab.

Now, the kits are a way for Jean to share her fashion inspirations with aspiring designers. She invites you to participate in a creative journey with her. Are you ready to start?

[CTA] Order Now [link]

Why Choose Jean Bas Design Lab?

Customized Couture

Creating your own couture allows you to fully customize a piece to your liking. No more frustrating experiences where you can’t find your dream piece in your size. No more flipping through magazines and wondering where you can find runway looks.

Design Inspiration

Like Jean, you might find yourself embarking on a new creative journey. Making your own garments is highly rewarding — and you can be certain that none of your friends and colleagues will have the same look as you do!

Easy to Use

With everything you need in the kit and access to helpful videos online, you’ll find it easier than expected to cut, assemble, and create your own fashion masterpiece. Jean has taught classes for years and is eager to help you join the world of homemade fashion and custom couture.

Frequently Asked Questions

I have no experience as a seamstress. Should I order the kit?

Absolutely! We call it the Design Lab because we're on a process of self-discovery. You'll learn everything you need to know to create the garment in the kit. Our handy online tutorials make it easy.

What if I'm terrible at cutting fabric or knowing how much to get?

Not to worry. Not only do we provide instructions and convenient tracing paper, but the amount of fabric you need is already in your kit. Just follow the tutorial to learn how to trace and cut your material.

I want to create my own designs. Where do I start?

Start with the Jean Bas Design Lab! You'll learn valuable skills, gain practice, and get inspired to design your own creations. Jean Bas is simply setting you on your design journey.

Start Your Design Journey

If you love fashion and want to build your own beautiful garments, look no further than the Jean Bas Design Lab's home kits. In every kit is 40 years of trained experience that you can harness to make a truly special garment.

You'll discover the joy and beauty of creating high-end clothing, and you'll be inspired to find new ways to express yourself through fashion. No matter your experience or skill level, Jean Bas is here to help.

“Fashion is a verb,” says Jean. Are you ready to make it yours?

[CTA] Order Now [link]

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