

Welcome to Jean Bas Design Lab

For the past few decades, Jean Bas has transformed her fashion visions into stunning garments for thousands of women. As the head designer of our Atelier, she excels at making clients look good in any situation. Her looks go from day to night, and women love her comfortable, stylish designs that bring a vibrant elegance to their wardrobes. Jean is also a well-known speaker and educator who loves to share her passion for fashion with the world.

Fashion and design have always motivated Jean's creative journey. She has found an eternal joy in designing and crafting unique pieces. Now, she wants to share that creative delight with her most fashionable fans.

That's why she's offering the Jean Bas Design Lab kits.

When you purchase your kit, you'll get one of Jean's amazing designs, plus access to online modules showing you how to sew it yourself. Jean Bas and her head couturier and long-time collaborator, Lisa Turton, will be with you every single step of the way.

The modules are available 24/7 for your convenience, and we also offer online Zoom support groups throughout the year so that you can meet and learn from your fellow makers and designers.

Jean welcomes you into her fashionable world of amazing creativity. Are you ready to make custom couture part of your life?

[button] Start Your Design Journey

Kit No.1 The Fringed Wrap Jacket

Your Choice: a Classic Length Jacket with Scarf or an Extra Long Jacket.

Option #1

Terracotta / Turquoise Jacket

Option #2

Fuchsia / Tomato Jacket

What's Included?

Each kit contains:

Luxurious, unique Australian Merino Wool.

Jean Bas' expertly crafted design pattern, adjustable to any size

Dot and dash tracing paper

Calico for sampling (toile)

All the haberdashery you need to create and customize your Jean Bas fashion.

Choice to create a Classic Length Jacket with Scarf or an Extra Long Jacket.

Your choice of fringing.

Cutting plan booklet.

Access to our 9 module online tutorial course with Jean Bas and Lisa.

Fortnightly payment plan option available.

Your Teacher

When Jean was just 11 years old, she and her family lost their home and all their possessions to a fire. Despite the devastation, young Jean sought a way to keep herself entertained. Forced to modify second-hand clothing, she discovered a natural talent for sewing, and this new skill evolved into a lifelong passion.

"After the fire, I was given a lot of clothes that didn't fit," she recalls. "A neighbour gifted me her old sewing machine and with the help of my brother I learnt to refit and sew them to my size. I just wanted to look fabulous." And she did.

In 1981, Jean launched her own label for her ground-breaking, comfortable designs. It wasn't long before she began to make waves throughout Australia. Now, she's an esteemed couturier — and a great businesswoman as well.

After many years of providing high-end clients with luxurious garments and showing her collections in David Jones department stores across the country, Jean decided to reinvent her business. It wasn't enough to create fashion for them: she wanted to help them do it themselves.

For the past four years, Jean and her head couturier and long-time collaborator, Lisa Turton, have run a Masterclass series out of the Jean Bas Atelier on bustling Darby Street in Newcastle. Aspiring stitchers and designers flocked to the classes. Demand was so great that Jean and Lisa realized they need to go bigger. They decided to offer their fashion tutorials to the entire world.

The COVID-19 lockdown was the deciding factor. Now that so many activities had gone virtual, Jean and Lisa knew what they had to do. The Masterclass had to go virtual.

Now, they're proud to offer the Jean Bas Design Lab online — available to passionate creators around the globe.

Since she was young, Jean knew the importance of creativity, the joy of crafting your own unique garment. She wants to share that experience — and her expertise — with everyone. She wants you to launch your design journey?

Are you ready to start?

[button] Yes, I'm Ready

Why Choose Jean Bas Design Lab?

Jean Bas graduated from East Sydney School of Fashion and Design in 1978. She won the school's Design Award for her year. She went on to earn a Diploma of Teaching from Sydney Teachers College including Textiles Science at Sydney University. As a designer and teacher, Jean loves seeing her students develop valuable skills that are no longer taught in Polytechnics or Universities.

Jean has learned many secrets and tricks over her decades as a professional designer, and she's eager to share them with students of the Design Lab. Each kit contains all of the materials and resources used in the trade, including exclusively sourced fabrics and Jean's own pattern designs. Thanks to the power of digital learning and videoconferencing, students anywhere in the world can benefit from Jean's thorough, lively lessons. With her guidance, you can cut, assemble, and create your own fashion masterpiece.

Discover the glamorous world of custom couture, from the safety of your own home.

[button] Order Your Kit #1 Now

Ready To Start Your Design Journey?

Sewing is not only a delightful and versatile, but also a way to create something meaningful and exceptional. Express yourself with a creative project that concludes with a comfortable, stylish garment. Jean Bas has embedded her 40 years of training and talent into every Design Lab Kit, so that you can experience the thrill of making your own clothing.

Indulge in one of the most ancient and beautiful creative forms, and sew your own piece of high-end fashion. No matter your sewing experience or skill level, Jean Bas is here to help.

[button] Order The Fringed Wrap Jacket