

the-Bias-Cut.com.

At the-Bias-Cut.com our mission is to cut through ageism in the Fashion Industry. But we can only do this through standing by strong values. So we are committed to:

Models of Different Shapes, Sizes & Ages



All our models are over 40, yet different in physique. Tokenism has led to a particular stereotype of what constitutes an older, stylish woman. We want to dispel this view, and celebrate women of all different shapes, sizes and heights. Many of our models have had very little, or no prior, modelling experience, and currently vary from size UK 6 to 16, 5ft to 5ft 10.

Quality



We support slow, sustainable fashion. All designs are chosen for their cut and gorgeous fabrics, so that they will last and be loved for years.

They must feel beautiful to wear against even the skin, and our thorough, in-depth understanding of fabrics ensures we only select garments where the fabric suits the purpose.

We also only select garments that are a fair price, reflective of the work and craftsmanship that has gone into them. By focusing on premium labels, we are able to offer quality at an accessible price point.

Supporting Independent Designers & Craftsmanship



All our labels are independent designers, who believe in ethical and fair manufacturing standards. Many items are hand crafted and showcase local artisan techniques, reflective of the culture and inspiration behind them.

As such, our collections are limited editions, so once they are gone, they're gone! But this also offers our discerning customers that element of exclusivity and uniqueness, ensuring they won't see the same pieces everywhere else.

Customer Service With A Soul



You can't replace communicating with a real person when shopping, so we offer personal help and advice to all our customers, and are always delighted to go above and beyond as much as possible – whether that is offering styling suggestions, size advice, or specially ordering pieces. And all orders are beautifully hand-wrapped, with a personal note and little gift from us!

If Jacynth Won't Wear It, We Won't Sell It



Jacynth personally curates every collection, selecting each piece for offering style, quality and beautiful cut in equal measure. She works on the principle that if she wouldn't wear it, then why should women over 40? An older woman might style the item differently, but she shouldn't have only 'second-best' clothing available to her. It should still be modern, chic and sophisticated. Because a love for style doesn't fade, it just evolves.

Choice



Every woman deserves the choice to look however she wishes to. We believe that ending ageism is about enabling choice to age however one wishes, without external pressure, prejudice or judgment. This could be the choice to go grey, or the choice not to. Choice to have plastic surgery. Choice to wear a mini skirt. There is no 'right' or 'wrong' way to age, simply what is right for the individual.

We offer our customers choice through our various labels, and through our empowering shopping tools, such as shopping by their shape, or by areas they wish to cover or hide. And ultimately choice to choose the fashion they like, without judgment.