

the-Bias-Cut.com.

Our Story

May 2012: The Beginning

It began one night in 2012 when Jacynth was studying Law at Cambridge. No longer wanting to pursue a legal career, and unable to sleep, her mind started to wonder “what if I started my own business?”. But it had to be a business in an industry she was passionate about, so fashion was her obvious choice.

Then she thought about her mum, a woman who loves fashion, style and quality, but was frustrated at being treated as irrelevant because of her age. Everything typically targeting her demographic was dowdy, frumpy, boring or unflattering. It was a constant struggle to find beautiful quality, unique garments she would really love to wear. **There were pieces out there, but with imagery only featuring younger models, demeaning shopping assistants, and a lack of time, shopping had become a demoralising experience.**



Jacynth believed this had to stop, and from there the idea of the-Bias-Cut was born. Thorough market research proved many women felt the same as her mum – invisible in the eyes of the Fashion Industry. One woman in her 60s told Jacynth at a leading fashion magazine event that a member of staff had come up to her and said “What are you doing here? You don’t belong here. This isn’t for you.”

It became Jacynth’s mission to cut through this ageism by creating an online shopping destination that truly celebrates women of all ages, focusing primarily on championing women over 40.

With only minimal personal savings to invest and many designers having ageist attitudes, it was an uphill battle. Whilst simultaneously developing the business by herself, she was met with dismissal and rejection by many designers. So at first she launched **the-Bias-Cut.com** blog in July 2015 as a way to connect with women, **start the discussion and to understand more.** It swiftly gained thousands of followers, delighted at finally finding a website that championed older women in Fashion. Moreover, she discovered that **her being much younger really appealed to her audience,** due to her fresh and objective perspective. The blog is still highly active today, with posts by Jacynth and guest writers.

March 2016: The Boutique Launch

Finally the-Bias-Cut.com as it is today was launched in March 2016 – the first pro-age premium fashion online boutique. Within two and a half years, it has grown from offering just 4 small premium British labels, to **29 British and European designers**, with each collection uniquely curated and modelled by ‘real women’ 40+ models to truly celebrate and cater to the stylish, discerning woman over 40.

Each label offers a unique point of view and **shares our commitments** to quality, ethical manufacturing and craftsmanship, and celebrating women of all age. We select their **best pieces**, with everything tried on by Jacynth and other women to ensure we select the most flattering cuts that cater to different body shapes.



To empower our customer, she can also **shop by her body shape**, or **areas she wishes to show off or cover**. And through our **personal, consistently 5* rated customer service**, we are helping to build her trust and confidence to shine through style. To this day the most rewarding aspect is receiving emails or calls from customers telling us just how delighted they are, and how they couldn't believe how many compliments they've received from people of all ages.



September 2016 onwards: The Ageism Is Never In Style Movement

To further challenge ageism in the Fashion Industry, in September 2016 Jacynth launched the “**Ageism Is Never In Style**” movement and community. With approximately 3 thousand (and growing) supporters on Facebook, Ageism Is Never In Style champions style at every age, critiques ageism, and offers a space for women and men of all ages to connect and support each other. For London Fashion Week

2018, the “**Ageism Is Never In Style**” badges were introduced, creating great noise on social media, and attracting the attention of the media and leading Fashion Industry figures. Due to their global success, they are now permanently available to order free online.

2018: Swiftly Growing Success

With a rapidly growing global customer base, the-Bias-Cut.com is swiftly becoming recognised as pioneering a change in the Fashion Industry, whilst Jacynth has become highly sought after to write and talk about style at every age.



Jacynth is a **weekly and monthly style columnist** for several leading 40+ publications, as well as having contributed to an **internationally published book**, and **spoken at various events** including PURE London (the UK's leading fashion trade show) and the Southbank Centre's (B)old Festival.

So, what does the future hold?

September 2018 will not only see the introduction of several new labels, but the launch of **the-Bias-Cut.com's very first own cashmere collection** (more information coming soon...)

We also have several **exciting collaborations** with skincare and makeup brands coming up, and we will be continuing to spread and grow our message. Now a small team, continuing to grow organically, we remain committed and determined to end ageism in Fashion once and for all.