

# JANN♦BUNG CARAS



Launched in 2018, Established in 2019  
Jade St. Fairview Village Lawaan II Talisay City  
6045 Cebu Philippines  
+639173276536  
maisonjannbungcaras@gmail.com



# Table of Contents

Designer's Profile

Brand Profile

Mission & Vision

Timeline & Achievements

Products & Services

# Designer's Profile

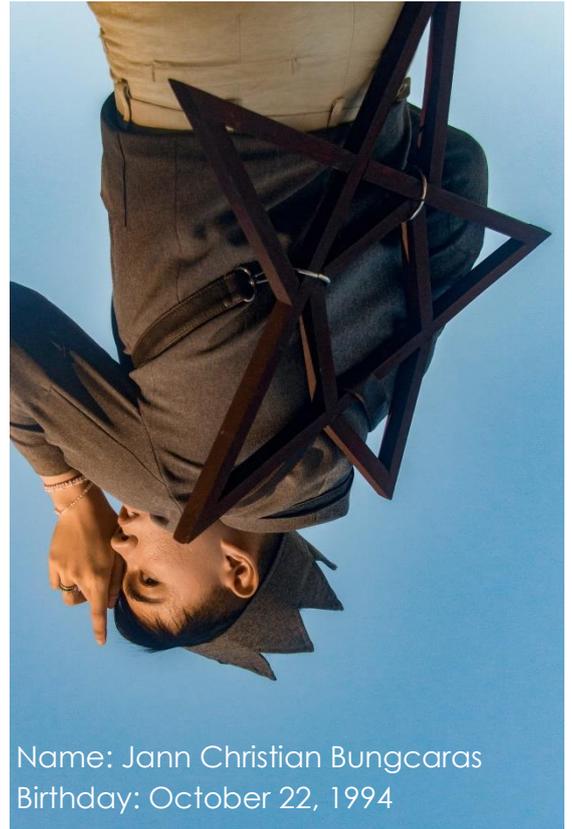
Growing up in two islands, Cebu and Southern Leyte Philippines, with polarizing cultures, Jann Bungcaras is no stranger to duality and adaptability- family comes with small town values while school breathes city life.

An interest in Arts was very palpable in his childhood where he learnt how to draw before learning how to walk. This natural talent, however, is overshadowed by his perseverance to make his family proud- and the Arts was replaced with the pursuit to achieve academic excellence.

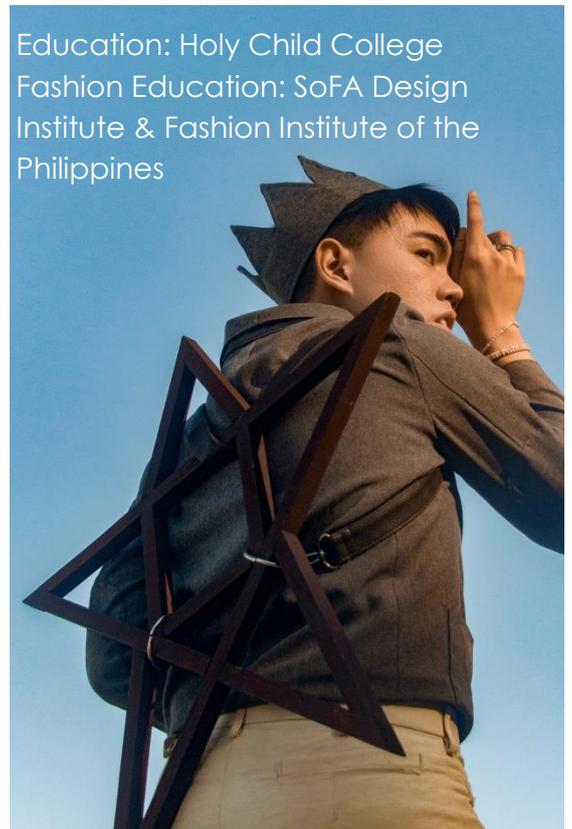
He graduated as the High school Valedictorian and was set to become a doctor by his parents, but having wasted all of his childhood studying made him realize that enough is enough and he must somehow pursue design.

Living a double life in college, juggling both Nursing and Fashion Design; Jann seems to have everything together... until his graduating year, when a trauma to his head made him unable to preserve objective memory leading to the death of his parent's dream for him to be a physician and the birth of his own dream to focus on design.

To commemorate his past: how his true passion prevailed against the odds, Jann Bungcaras created a sustainable brand that celebrates one's true self and true feelings regardless of the binds of gender through the narrations of his designs while being kind to nature.



Name: Jann Christian Bungcaras  
Birthday: October 22, 1994



Education: Holy Child College  
Fashion Education: SoFA Design Institute & Fashion Institute of the Philippines

# Brand Profile

## JANN◊BUNGCARAS

- ◆ The Jann Bungcaras Label is a genderless brand catered to those who embrace their idiosyncrasy. The brand uses elements of storytelling combined with social, political and personal issues to relate with his audiences and wearers.
- ◆ The Jann Bungcaras audience are people who are not afraid to take a stand, to speak up, to feel and to show their true selves and intentions even in the most subtle way as possible. In every collection there is a story and an issue tackled which will create an intimate conversation between the designer and the wearer.
- ◆ Also labeled a slow fashion brand, Jann Bungcaras does not practice mass production, making his garments both ethical and personal. Ready-to-wear products are limited to the recycled materials available and everything is touched and finalized by him. Having only six workers, the Jann Bungcaras team work as a family- exchanging ideas, techniques and processes for the designer's vision to come to life.
- ◆ Being a Sustainable brand, Jann Bungcaras make use of leftover fabric, resources and waste from designer houses and factories. He makes sure that his production is Close-to-Zero Waste by saving in-house cuttings for future use. Finished garments should be made by more than 60% recycled materials.
- ◆ The Jann Bungcaras Aesthetic is Androgynous, Minimal (as it focuses more on transparency, texture, experimentation on materials rather than bold colors,) and Ultimately Nouveau. The brand celebrates individuality and always praise narrated concepts in each piece created. Though Bold in storytelling, the brand always prioritizes comfort; however sacrifices functionality to prove a point.



# JANN♦BUNG CARAS

## Mission & Vision

### Emotional:

- ◆ It has been the brand's mission to be able to encourage their wearers to be comfortable and accepting of their own skin as it celebrates individuality and self-expression. This is done by making sure that custom and ready-made pieces are flattering and in a wide range of comfort and conversation.
- ◆ The brand visualizes a future of less insecurity and more unapologetic idiosyncrasy among people.

### Societal:

- ◆ Blurring the Line separating womenswear from menswear of fashion is one of the brand's missions achieved by making every RTW piece unisex or unlabeled and informing retailers to never categorize the clothing within the Gender-binary.
- ◆ We dream of a no or less fashion gender-binary future, wherein people can just wear whatever they want no-questions asked.

### Environmental:

- ◆ By using recycled materials, scraps, leftover fabric and resources; the brand aims to lessen the carbon footprint caused by the fashion industry. This can also be achieved by skipping or limiting processes like inorganic dyeing, silkscreen printing, importation and mass production, which are the main cause of pollution from the industry.
- ◆ A future wherein fashion is part of the environmental solution rather than the problem is what we envision; where people opt for sustainable, handmade and quality clothing rather than the low prices of fast fashion.



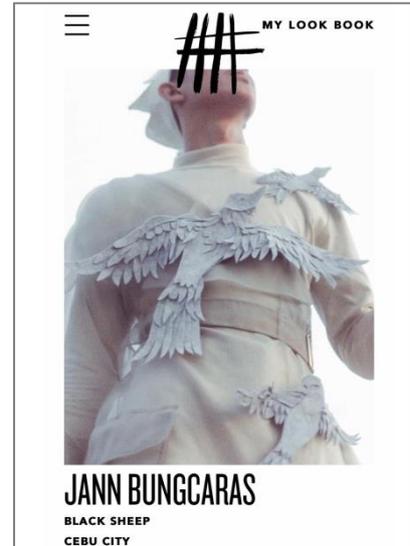
# JANN BUNGCARAS Timeline



September 02, 2018 Launched at Bench Design Awards



October 2018: SCOUT First Printed Celebrity Feature wearing Jann Bungcaras



January 2019: NJAL First Intl. Fashion Recognition



February 2019 KZ Supreme First Celebrity Jann Bungcaras Custom



April 2019: MEGA Magazine First Jann Bungcaras Spread



May 2019: Rank Magazine First Digital Magazine Cover



July 2019: Mega Magazine Jann Bungcaras is one of the NEW PH Movement



August 2019: Meg Magazine First Intl. Celebrity in Jann Bungcaras Spread



February 2020: Megaman First Printed Magazine Cover

# JANN♦BUNGCARAS Products & Services



## PRET-A-PORTER

- BEANIES • HEADPIECES • HATS • DRESS-SHIRTS • T-SHIRTS • TROUSERS • SHORTS • BAGS • TUNICS • SWEATERS • JEACKETS • COATS • SWEATPANTS • TUXEDOS • BLAZERS • SKIRTS • CROPTOPS • SOCKS



- MADE-TO-MEASURE  
BRIDAL GOWNS • REDCARPET WEAR • EVENT-WEAR • SUITS • COSTUMES • ENSEMBLES  
SKY IS THE LIMIT



*Thank You*  
*Thank you*