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THE 17-YEAR-OLD WHO REFUSED TO WAIT: HEIDI WILSON BUILDS JADE MCBRIDE FROM THE GROUND UP.

At seventeen, Heidi Wilson left her hometown as a starry-eyed teenager pursuing a future in fashion. Four years later, the Vancouver-based designer is bringing her independent label, Jade McBride to Canada's most coveted fashion stage - Vancouver Fashion Week - October 15, 2026

Wilson founded Jade McBride in 2023 while studying Fashion Design & Technology at the Wilson School of Design. Rather than waiting until graduation to begin building her career, she developed Jade McBride as she pursued her full-time education and worked three to four industry jobs at a time.

“Chasing my dreams so fervently from such a young age has been challenging, but incredibly rewarding. I’ve had to build Jade McBride alongside my education, my career and everything else that comes with growing up. There were plenty of times when it would have been easier to put it aside, but I kept going because I believed in the vision and genuinely love creating. Everything I’ve done and all of the sleep I’ve lost over the last four years has been building toward this.”

After graduating in April 2026, Wilson began working full-time as a Technical Designer in Vancouver's fashion industry while continuing to build Jade McBride independently. During this first summer as a true career-woman, she spent every hour outside of her 9-5 creating her latest Jade McBride collection, Madame Sans Culottes, inspired by the French Revolution and the women who shaped it.

Through persistence and passion, the once-fantastical dream of a seventeen-year-old has grown into more than a fashion label. Jade McBride is a space for female empowerment, thoughtful storytelling, innovative design, and creative collaboration. It is where romanticism meets rebellion, expressed through meticulously crafted womenswear rooted in unapologetic femininity.

Sincerely,

A handwritten signature in black ink that reads 'Heidi Wilson' in a cursive, flowing script.

Heidi Wilson - Founder & Designer