

JADE McBRIDE

MEDIA KIT 2026

FASHION LABEL



JADE McBRIDE

WHERE ROMANTICISM MEETS REBELLION

@JADEMCBRIDEDESIGNS

VANCOUVER, BC

JADEMCBRIDE.COM

JADE McBRIDE

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Founded in 2023 by Vancouver-based designer Heidi Wilson, Jade McBride is an independent fashion label rooted in bold femininity, beautiful craftsmanship, and unapologetic self-expression. Blending romantic elegance with rebellious design, the brand creates distinctive pieces that challenge convention while celebrating the individuality and strength of the women who wear them.

Jade McBride works across multiple facets of fashion, from one-of-a-kind pieces and custom designs to ready-to-wear and high-fashion runway collections. The brand presents collections through fashion shows and creative projects, while also offering rentals for special occasions and productions. Beyond collections, Jade McBride collaborates with artists and brands to bring imaginative concepts to life through fashion, design, and visual storytelling.

At Jade McBride, we don't just make clothes,
we craft intentional pieces that empower the
women who wear them.





MEET HEIDI

/02

Heidi Wilson is a Vancouver-based fashion designer and founder of the independent womenswear label Jade McBride. At 17, she left her hometown to pursue a career in fashion, founding Jade McBride in 2023 while studying Fashion Design & Technology at the Wilson School of Design. Throughout her education, she built her label alongside full-time studies and multiple industry roles, gaining hands-on experience across design, technical development, and garment construction. After graduating in April 2026, Heidi began working full-time as a Technical Designer in Vancouver's fashion industry while continuing to develop Jade McBride.

As a lifelong dreamer and unapologetic feminist, Heidi envisioned a label that could empower women while challenging convention. From this, Jade McBride's philosophy of romanticism meets rebellion was born. Drawing inspiration from influential women, history and nature, Heidi creates expressive womenswear that balances edge with elegance and meticulous craftsmanship with rich storytelling. Each collection explores its own thought-provoking narrative while encouraging individuality and a bold embrace of femininity.



“Every garment should tell a story and make you feel something. I want my pieces to feel as powerful as the women who wear them.”



JOURNEY

/03

Jade McBride is Established with 1st Collection	2023
2nd Collection is Debuted at First Official Runway Presentation	2024
3rd Collection, <i>Atlantis Reborn</i> , Debuts at KFW	2025
<i>Atlantis Reborn</i> is Featured in Various Fashion Events & Magazines	2025/26
Jade McBride Participates in Several Collabs with Local Creatives	2025/26
4th Collection, <i>Madame Sans Culottes</i> , is Created to Walk VFW	2026

As an emerging fashion house, Jade McBride continues to expand through runway collections, custom commissions, stylist rentals, and creative collaborations with plans to expand their ready-to-wear offerings. For product, service, and collaboration inquiries, please visit jademcbride.com or contact studio@jademcbride.com.



SS27 COLLECTION

/04

MADAME SANS CULOTTES - DEBUTING AT VANCOUVER FASHION WEEK OCT 15, 2026



Jade McBride's SS27 collection, Madame Sans Culottes, draws from the French Revolution and the defiant women who shaped it, examining the enduring relationship between political polarization, social unrest, and female empowerment. The collection's title references the Sans-Culottes, a radical group of France's working class whose influence was pivotal in propelling the Revolution forward.

Grounded in the visual and political landscape of eighteenth-century France, the collection reinterprets the era through a contemporary lens, juxtaposing symbols of wealth and power with those of poverty and labour. True to Jade McBride's value for female agency, the ten-look collection also explores the revolution through a uniquely female lens, representing a different influential woman of the era in each outfit.



Wilson oversaw every stage of development, from sourcing fabrics and trims to pattern drafting, fitting, and sewing each garment herself, allowing her design process to be fluid. Rather than treating an initial sketch as a concrete blueprint, Wilson always allows her work to evolve organically through ongoing experimentation.

“I hope to empower the women who wear this collection while encouraging audiences to reflect on the Revolution’s enduring relevance. I want people to consider not only the women represented in each look, but what role they themselves can play in reshaping society for the better.”





PROCESS /05

Jade McBride's design process is constantly evolving as each collection is shaped through research, experimentation and hands-on making. Heidi moves fluidly between sketching, draping, patternmaking and construction, continually refining and building on ideas as they develop. Innovative techniques such as transformational reconstruction and thoughtful details like adjustable lacing allow garments to challenge conventional garment-making while adapting to the woman wearing them.

SUSTAINABILITY

Sustainability and social responsibility are fundamental to Jade McBride, informing both the brand's current practices and its vision for the future. Every garment is custom-made by hand in Vancouver, ensuring each piece is created with intention. The brand minimizes waste by saving and repurposing fabric scraps, while virtual 3D fittings help reduce unnecessary material consumption during development.





GET IN TOUCH

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