

Pinoy designer's 'Jail Jeans' debuts in N.Y.

Written by Administrator
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The "Jail Jeans" collection of Chris Jasler at the 2011 International Fashion Tour in New York City on Oct. 21. (Photo by Cynthia Marfori)

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Creations of international fashion designers from the Philippines like Chris Jasler of the Singapore-based "Jail Jeans" were featured at the 2011 International Fashion Tour held Oct. 21 at Samsung Experience at Time Warner Building in New York City.

The event provides a platform for international designers to represent their countries in an exclusive opportunity that will showcase their talents and designs to gain the necessary access to key opinion makers, such as buyers, media, the fashion community, and industry leaders in the U.S. market.

"Jail Jeans" showcased a comprehensive line for both men and women during this high energy runway fashion event.

Chris Jasler used a lot of denim — and lace for ladies — with a ton of embellishments like zippers, sewn lines, skull emblems, buttons and charms.

He successfully integrated glitter into men's clothing without it being entirely absurd.

The show wrapped up in epic style, with a metallic full length dress, it is riveted together with hundreds of tiny metal pieces.

International Fashion Tour 2011 propels to help promote the SAVE Act bill in the fashion industry and in line of celebrating Filipino History Month.

Jasler, who grew up in Concepcion, Tarlac, Philippines, said he comes from a family of hardcore master cutters.

"Lumaki ako sa patahian at lumaking naglalaro sa patahian namin sa Concepcion," he recalled in one interview.

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"I remember sitting at my father's shoulders while he sewed jeans and such and drove my first car on the sewing machine pulley. I would sleep on a haystack full of telas and had the penchant for sewing machine oil even before I learned to perceive any other smell."

Now at 34, married with three children, Chris Jasler is a celebrated designer of his own company, Jail Jeans.

Before that, he was a high-end male mannequin who brewed his way to ramp and print modeling in the Philippines, while completing his business administration degree from Philippine Christian University.

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"Jail Jeans" designer Chris Jasler.