

Seattle's Chic New Clothing Store in Pacific Place: JNBY "Just Naturally Be Yourself"

By Mary Kay Seales

Seattle “fashion” might be an oxymoron to some since the most popular clothing here still tends to consist of fleece and gortex. However, the city does have a growing list of stores that cater to the *fashionistas* among us, and those sophisticated young adults with money to spend.

These savvy fashion-minded shoppers are sure to be delighted with the newest addition to the Pacific Place mall in downtown Seattle, **JNBY “Just Naturally Be Yourself.”**

JNBY features an edgy clothing and accessories line for men, women and children. The line was created by Lin Li, a self-made and very successful designer from Hangzhou, China. Li first started creating her own clothes as a teenage hobby, but soon enough her clothing became a major brand name throughout Chinese shopping malls.



Li is still the design director of the JNBY Group, but now works with a design team that is based in China. JNBY has been attracting younger designers with overseas experience who are passionate about fashion and their work with JNBY.

The Seattle store, which opened its doors in November 2015, is currently the only U.S. outlet for Li's fashions, but her designs have become popular in Paris, Vancouver, London, and Japan.

Seattle store owner Jasmine Zheng, who immigrated to Seattle a few years ago from China, opened JBNY as an outlet for her own interests in contemporary art. Originally a Mechanical Engineer in China, Zheng says, "These clothes appealed to me as an artist."



Zheng's interest in JNBY began when she was invited to a JNBY showcase in spring 2014 that took place in the wilderness of China. The showcase presented the "Hermit" line from JNBY alongside food, drink, and music. The music was traditional Chinese music performed by a couple who live a very hermit-like lifestyle and specialize in traditional folk instruments.

The showcase resonated with Jasmine. The combination of music and fashion in the woods amazed her. She feels that each person is alone to some extent, so the spirit of the ***Hermit collection*** can relate to everybody.

The way that JNBY expressed modern art with fashion inspired Jasmine to open her own JNBY outlet to spread Chinese fashion and culture here in Seattle.



The sometimes quirky and hip pieces feature calf-length coats as well as cropped cream-colored leather jackets. Pop-art graphics give some of the pieces a Warhol look, while other ensembles are a mix of flowing loose-fitting tunics and vests. They range from fun and arty to sophisticated and classy, so you can find an outfit for the opera as well as for the next Showbox concert.

Besides the hip coats, tops, sweaters and dresses, the JNBY Seattle store also features small fine leather items such as purses and wallets, which are quite reasonably priced.

Zheng says that their main customers at the moment are adult women, as well as younger customers and students who are attracted to their contemporary style influenced by traditional Chinese arts and culture.

Many of the early Seattle customers were Asian students and adults who were already familiar with JNBY from China. Since then, Jasmine and her partners have been working to expand their customer base to a wider demographic.

Is Seattle ready for the cool Asian look? I think yes!

These runway fashions fit right into the independent and comfort-conscious mindset of the people in Seattle and the Northwest. Visit them today on the first floor of the Pacific Place mall or online at: <http://www.jnby.us>.

And Just Naturally Be Yourself!