

BOHN JSSELL



Bohn Jsell launches sustainable fashion brand with Microsoft Surface Pro

Background

Designer John E. Bell and collaborator Kasha Reavis were preparing to do a show for New York Fashion Week when their computers abruptly stopped working.

Goal

Bell and Reavis had to get back up and running immediately. Their stopgap solution also needed to support the launch, ongoing operation, and growth of a new fashion line—Bohn Jsell—which they would start together.

Solution

They selected and began using Surface Pro for everything from clothing design to email and production management. Bell uses the Surface Pen to sketch, streamlining the design process while providing flexibility for innovation.

Microsoft Surface Pro 7

This powerful 2-in-1 tablet-to-laptop device delivers speed and versatility.

Results

Surface empowers Bell with tools for creativity that don't disrupt the creative flow. "With Surface, my process is more fluid. I can draw something, delete what I don't like, edit colors. With pen and paper, if you mess up, that's it. The ability to go back and edit helps me see how I can turn a mistake into something new."

Reavis uses her Surface Pro to maintain greater control over Bohn Jsell's image and manage relationships with partners—the most critical functions of her job

"Surface was revolutionary for the way I create. I used to sketch on paper, take photos of my sketches, and send them through email. Now I can do everything on Surface."

JOHN E. BELL

Head Designer and Co-founder | Bohn Jsell

*Rollover the graphic to reveal the appropriate Microsoft solutions. Interactive elements best viewed with Adobe Acrobat Reader DC.