

ALUMNI PROFILES '04

ADDING NEBRASKA PRIDE TO AMERICAN TRADITION

JLynn Hausmann

For JLynn Hausmann, jeans aren't just a fashion statement. They are an expression of her identity and a connection to her Nebraska roots.

She's more than you would expect from a small town girl. The cowboy boots and work jeans have been traded in for heels and sleek skinny denim ... denim she made herself. She lives in Los Angeles, where she oversees her own designer denim company, JHaus Brand.

Hausmann has come a long way since growing up near Butte on her family's ranch in western Nebraska. After high school, she studied fashion design at the University of Nebraska-Lincoln. It was there that she fell in love with design and learned the ins and outs of the fashion business. She was able to get internships because of her well-faceted background, and ultimately got to realize her dreams.

Strong American roots and comfortable style were the inspiration for JHaus Brand, she said.

"It's a city meets country vibe."

Hausmann chose L.A. because it was more laidback than the East Coast, and it fit her personality.

"Start up costs are a little more reasonable in California," she said. "And I can manufacture every part of the jeans right in L.A. In New York you can't do that."

The Inspiration

Hausmann has poured her heart and soul into the designs she makes. The idea of strong roots is more than just her inspiration; it is a physical part of her jeans.

The JHaus Brand logo that accompanies each pair is actually the

brand that her father uses on his ranch back home in Nebraska, Hausmann said.

In fact, it is on her family's ranch where most of the design process is done. The designer visits home often and finds inspiration in the Nebraska colors, laid-back attitude and her father's quintessential farmer wardrobe.

"I take jeans from my dad's closet," she said. "I try to recreate the authentic wear patterns."

Hausmann spends weeks on each design, making sure it is just right. She has a team of designers and and less pressure to make the latest trend. Denim is always in season."

The Nebraska Connection

Hausmann is continually looking for the best fabrics to create her designs. She is particularly interested in sustainable textiles that are made right here in the United States and – you guessed it – in Nebraska.

Think soybeans, milkweeds and cornhusks.

She has been in contact with a former professor at UNL to discuss new textile options.

"She just wants to do things new and different; that's why she's in L.A.," Professor Yiqi Yang said.

Yang, a textiles engineering and sciences professor in the UNL Department of Textiles, Merchandising and Fashion Design, specializes in new textile development and believes that designers like Hausmann are the key to getting new fabrics on the market.



JLynn Hausmann

"She has a farming background, and she really wants to relate her textile business to the agriculture industry," Yang said. "She has a strong support system that can help her do this."

Current technology hasn't made mass production of cornhusks a viable option yet, but JHaus Brand plans to be at the forefront of the trend when it is. The passion Hausmann exhibits for evolving technology and the textiles industry is not one that can be feigned.

"I believe she will be the type of entrepreneur that will push these new fibers onto the market," Yang said.

Hausmann makes a continuous connection to Nebraska and agricultural roots in her designs. It is visible right down to the smallest stitch.

Each pair of JHaus Brand jeans is finished with a five-sided bolt design and a back pocket design that mimics the button. There are five small stitches on both pockets – one in each corner.

"When choosing a bolt, the five-sided one always has the most strength," she said.

Continued on Page 54

ADDING NEBRASKA PRIDE

Continued from Page 53

Continuing the tradition

Hausmann often finds herself pulled back to her Nebraska roots when looking for a new line inspiration, or to promote her designs at trunk shows and local boutiques.

In 2013, she designed the outfits worn by Jack Hoffman and his family when he accepted the ESPN ESPY trophy for moment of the year. (The Team Jack Foundation is a charity started by the Hoffman family to raise awareness for pediatric brain cancer. It received national attention after Hoffman scored the longest touchdown in Nebraska spring game history.)

Earlier this year, Hausmann returned to UNL's campus as guest judge for the

Biennial Student Runway Show.

Having designs in the runway show when she was a student, Hausmann understood how the student designers were feeling. She even took the time to chat with students after the show.

"It is her personality," Yang said. "She has very good communication skills with

people. You can't usually train people for that; she just has it."

Looking ahead, Hausmann has big plans for JHaus Brand.

"The company is growing every day and will slowly move into the realm of shirts and accessories," she said.

But the emphasis will always be on the denim – an American classic.



Hausmann recently revealed on Facebook that a costume designer for a well-known upcoming movie stopped by her studio to pick up some of her jeans.

Husker Nation will have to pay special attention to the silver screen to find out which one.

"As a professor, I want to see a student have a success story," Yang said. "That is my objective. Every time I see JLynn, I am proud of what she is doing." ❖

1977

David L. Bomberger of Pinnacol Assurance in Omaha has been recognized by the Chartered Financial Analyst Society of Nebraska for 10 years of professional development in the CFA Institute continuing education program.

1978

■ **Penny Hamilton**, Granby, Colo., was the national winner of the Black Gold premium dog food contest that asked contestants to describe in 50 words or less why pet doors are important. In addition to a certificate, Hamilton received 1,000 pounds of Black Gold premium dog food, which was donated to Grand County Animal Shelter, Max's Full Belly Deli and Grand County Pet Pals.

1980

■ **Jim Fowler** is the director of strategic alliances in the marketing department of Right at Home, an international in-home care and assistance franchising company based in Omaha.

Barb Gay, Nebraska Public Power District, Columbus, is president-elect of the board of

directors for the American Institute of Architects, Nebraska chapter.

Chris Raun has been appointed executive director of the board of directors for The Catholic Foundation of the Diocese of Lincoln.

■ **Bill Schilling** is celebrating his 20th year as executive director of Delta Sigma Pi business fraternity and its Leadership Foundation, headquartered in Oxford, Ohio. He also serves as a trustee of the Oxford Community Foundation.

■ **Sherry Wells Schilling**, a benefits generalist at Miami (Ohio) University, is serving as president-elect of the Oxford United Way.

Lyle Woerth is an anesthesiologist with the Lincoln Anesthesiology Group.

1981

■ **Jan L. Krotter Chvala** was the recipient of the 2014 Community Sower Award, presented by Nebraska Partnership Philanthropic Planning. Chvala, an attorney with the O'Neill

law firm Krotter Hoffman, was recognized for her exceptional service as a charitable adviser.

■ **Donald Graul** has been appointed executive vice president of design-build construction for Parsons, an international engineering and construction firm. He manages all design-build functions for the company's North American group, and works from the New York City office.

■ **Ann Henderson**, Mesa, Ariz., is the Desert Southwest regional representative for Allflex USA, a livestock identification products company.

Robert T. Maher of Woodmen of the World Life Insurance in Omaha has been recognized by the Chartered Financial Analyst Society of Nebraska for 15 years of professional development in the CFA Institute continuing education program.

1982

■ **Lisa Eley** is a Realtor in the Pine Lake office of HOME Real Estate in Lincoln.

■ **Mark E. Ford**, Fort Smith, Ark., has been appointed U.S. Magistrate Judge for the Western District of Arkansas, Fort Smith Division.

1983

Randy Huebert has been hired as a PE teacher and head football coach for Papillion-La Vista High School.

Steve Knapp of Woodland, Calif., was selected to head the University of California, Davis, Strawberry Breeding Program.

Alan Korth of Valencia, Calif., is a justice practice segment leader with Dewberry, a nationwide architectural, engineering and consulting firm. He is responsible for developing and growing justice services in California and will focus on detention, corrections, courts and public safety projects.

■ **Douglas J. Law**, senior corporate counsel in the Papillion office of Black Hills Energy, was published in the January/February issue of Nebraska Lawyer. The article was titled "Nebraska Energy Law 101 — How Can Nebraska Lawyers Fit In."