

# 'How I launched a luxury British fashion brand': Jenine Baptiste on the power of creative freedom

Luxury fashion brand Baptiste was launched in 2023 and is based in London. Jenine Baptiste, its founder, employs one member of staff, while also working with other specialists, including a pattern cutter and sample maker.

**Describe your business in a nutshell.** Baptiste is a luxury British womenswear brand. I design visionary collections in limited series that reflect an elegant use of graphic features and deluxe textures. My work blends bold cuts, rich fabrics, and striking colours to create pieces with an assured spirit. Sustainability is embedded in my creative practice.

**What inspired you to launch?** A mix of my love for textile design, a deep appreciation for craftsmanship, and a desire to create something that feels both luxurious and intentional. I wanted to design pieces that stand out in both their aesthetic and their values.

**How much cash did you use to set up?** I started lean with £6,000, investing what I could from personal savings, mainly in materials and sampling.

**Where did you get your funding?** Mostly self-funded, from savings and employment.

**The biggest lesson learnt?** You have to be adaptable. The fashion industry moves fast, and you need to stay open to evolving strategies while keeping your creative vision intact. You also create your own opportunities.

**Most stressful moment?** Preparing for my buyer meetings. The stakes are high, and you have to get every detail right – brand positioning, pricing, storytelling – it’s a lot, but it’s also exciting.

**The proudest moment?** Seeing my pieces worn and appreciated by people who truly connect with them.

**Best thing about running your own company?** The creative freedom. I get to shape every collection and build a brand that aligns with my values.

**Hardest thing about running your own company?** Wearing multiple hats – designer, strategist, marketer, logistics manager. It’s a constant juggle.

**What should the government be doing to support businesses like yours?** More funding opportunities and grants for independent designers, plus better support for fashion initiatives.

**Where do you seek guidance and advice?** Through God, networks and mentors in the industry, and fellow creatives in my studio.

**What’s the best piece of business advice you were ever given?** “Don’t wait for perfection—launch, learn, and refine as you go.”

**What’s the secret to success?** A strong brand identity, resilience, and the ability to build genuine connections – whether with customers, buyers, or collaborators.

**Do you run your own successful company? If you would like to be featured in our ‘How I made it...’ series then please email [Hannah.baker@reachplc.com](mailto:Hannah.baker@reachplc.com). To sign up to our black-owned business (IAMBOB) newsletter, [click here](#).**