



FOR IMMEDIATE RELEASE: 8/16/22

From Tragedy to Triumph

Tacoma business owner trying to rebound after break-in

Tacoma WA: Recently you were introduced to Undeniable Bajinya, following is more of her story. As a result of Bajinya's childhood in the Democratic Republic of Congo and years as a refugee before coming to America, by nature, she refuses to accept impediments to implementing her professional and personal goals. If anything, challenges and setbacks mostly make her stronger.

With the help of her adopted family, Bajinya was able to take her idea for a custom couture dress shop from dream to reality and she worked hard to build a sustainable business and have a positive impact in the community. She opened her shop in Lakewood in April, 2018. In 2020, water poured in through the ceiling, causing a flood. The landlord never repaired the damage. The ceiling finally caved in in November, 2021 and the space was now inhabitable — Bajinya was devastated and didn't know what to do. Thankfully, her family and community rallied and helped find a new location in the Hilltop community of Tacoma, Washington. Her new shop opened its doors in January, 2022. Within a month, the front window was shattered and the shop was robbed. Thousands of dollars worth of items were taken including specialty fabrics, clothing for customers, sample garments, and camera equipment.

Feeling completely broken, Bajinya didn't know how she was going to rebound from this major loss. She had just gotten to the point where she could support her family, including two siblings brought over from the Congo. Thankfully, Mayor Woodward stepped in to help replace broken windows and beef up security in the neighborhood and King5 aired a segment on the vandalism — [king5.com/article/news/local/tacoma/tacoma-business-owners-vandalism-help/](https://www.king5.com/article/news/local/tacoma/tacoma-business-owners-vandalism-help/) — prompting a positive response from the community and comforting comments posted on the Go-Fund-Me campaign — [gofundme.com/f/help-nathalie-fix-her-stores-window](https://www.gofundme.com/f/help-nathalie-fix-her-stores-window) — to help replace lost specialty fabrics brought immense comfort. Learning so many people cared brought Bajinya tremendous hope and provided strength to persevere.

Through networking and building relationships, Bajinya has built a diverse clientele that feels deeply connected to her story and designs and who are passionate about the garments she creates. It is pure joy to see the beaming face of a customer coming out of the dressing room wearing a new dress perfectly tailored to their body. Bajinya loves to help people feel good about themselves and feel good about the clothes she create for them.

Despite the many hardships she has endured, Bajinya will continue to work hard to accomplish her goals. Please visit her shop and perhaps you'll find your own custom designed Undeniable Bajinya original! Thank you for your consideration, Bajinya is available for an interview at your convenience.

###

ABOUT UNDENIABLE BAJINYA

Nathalie Bajinya has been fascinated by textiles and fashion design from a very early age. Taught to sew while living in an orphanage in Kenya, the nuns provided their wards with the gift of a skilled trade. Today, Bajinya translates her sewing and design skills into exquisite one-of-a-kind garments and accessories. Her signature designs are vibrant cotton and wool dresses and jackets that combine French fashion with African colors and American styles. undeniablebajinya.com