



# Krissy King of Krissy King Swim: Five Things I Wish Someone Told Me When I First Launched My Business or Startup



Authority Magazine Editorial Staff · Follow

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when one starts a new business? What are the valuable lessons learned from the “University of Adversity”? As part of this interview series, I had the pleasure of interviewing Krissy King.

Krissy King’s journey from a small-town hobbyist in South Carolina to being the founder of a global fashion brand is a testament to her resilience and determination. What started out as a casual interest soon blossomed into a flourishing business, with her swimwear and couture designs now worn by influencers worldwide. Through every challenge, Krissy has relied on the strength of her faith and the support of her family, constantly pushing forward with an entrepreneurial mindset that’s led her to where is today. Her story is one of perseverance, and it’s clear this is just the beginning for Krissy King.

. . .

**Thank you so much for joining us in this interview series! Can you tell us a story about what brought you to this specific career path?**

**I** entered the fashion world through my role as a co-producer for The Bureau Fashion Week. It was here that I gained valuable industry experience and developed a keen eye for high-end fashion production.

I began as a fashion photographer, which then led me to work with fashion designers. I leveraged my passion for creativity and my understanding of the industry when I launched Krissy King the Label. This swimwear brand reflects my unique vision for bold, stylish, and feminine designs.

Her journey showcases a seamless blend of entrepreneurial spirit and a love for fashion, establishing her as both a leader in event production and a trendsetter in swimwear design.

**Can you tell us a story about the hard times that you faced when you first started your journey?**

I grew up in a very small town in South Carolina — we had one red light and a McDonalds — and there weren’t many opportunities. I didn’t have a lot of direction but I knew I wanted more.

I started to travel any way I could. I was constantly working trying to make as much money as I could to save for travel and bigger things to invest in starting businesses. I did everything from waiting tables, bartending, babysitting, etc. I worked sometimes 80–100 hours a week to get to where I

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Things are amazing today. My husband and I run one of the largest fashion production companies in the world, The Bureau Fashion Week; my swim brand Krissy King the Label is thriving; I have successful photography and marketing studios, and we have three healthy and happy children.

**Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lesson you learned from that?**

When I was starting my swim brand, I ordered custom packaging with bags, boxes, and tissue paper. I thought I had ordered 2000 sheets of custom tissue paper, but instead, I ordered 200 custom beverage napkins. I learned to triple-check all the details for future orders.

**What do you think makes your company stand out? Can you share a story?**

I think our company stands out as it's very family-oriented. We also have many women on staff, which is the opposite of most of our competitors. The fashion world can be an easy platform for people to pray on models, etc. Being a mom of three, safety is always a top concern. Our children attend the events with us, and we want to create an environment where everyone feels safe and invited.

**Which tips would you recommend to your colleagues in your industry to help them to thrive and not "burn out"?**

Always dig back to your roots and ask yourself why you started. I then like to learn something new about my industry to keep things exciting, fresh, and interesting. None of us can achieve success without some help along the way.

**Is there a particular person who you are grateful for who helped get you to where you are? Can you share a story?**

My husband (co-owner of The Bureau Fashion Week) is my number one supporter. He pushes me to take big steps when I have cold feet and supports me every step of the way.

**How have you used your success to bring goodness to the world?**

I work with a lot of children in the fashion and modeling industry. I like to provide them opportunities to be on the runway or in front of the camera, build their self-confidence, and give them opportunities they may not know

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What are your “5 things I wish someone told me when I first launched my business,” and why?

- 1 . You WILL fail.
- 2 . If you don't see an opportunity, create your own.
- 3 . Drown out the noise. Don't let other people's thoughts get in the way of what you want.
- 4 . Be quiet. Work in silence and then celebrate your victories. Not everyone needs to know what you're doing.
- 5 . Do NOT be the smartest person in the room. You need to surround yourself with people who are much smarter, weather, and wiser than where you are in order to grow.

Can you share a few ideas or stories from your experience about how to successfully ride the emotional highs & lows of being a founder”?

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giving them opportunities to be part of a positive community where they would get experience in fashion design, photography, runway, and overall, build their confidence and self-worth.

How can our readers further follow your work online?

You can follow my socials at:

@TheKrissyKing

@ TheBureaFashionWeek

@KrissyKingTheLabel

This was very inspiring. Thank you so much for joining us!

Business



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