



Interview by Elizabeth Rhodes  
 photographer Saryn Christina  
 creative director Elizabeth Rhodes  
 makeup artist Kayleigh Roberts  
 hair stylist Jeanna Kier  
 clothing Jane Doe Latex  
 models Lauren WK, Nina Kate  
 & Christina Wen

# Jane Doe Latex

London-born and Los Angeles based model and renowned latex designer **Nina Kate** founded **Jane Doe Latex** and has earned a reputation as a leader in the world of alternative fashion, dressing celebrities like Lady Gaga and Kat Von D along with countless artists and latex-lovers around the globe. Nina's career as a model has involved numerous public appearances (most recently at Torture Garden in Los Angeles and the Dallas Fetish Ball) as well as collaborations with top photographers, makeup artists and creatives in the industry, resulting in a multitude of images showcasing her designs and proving she is a powerhouse creative with a love for all things dark.

## How and when did Jane Doe Latex get started?

Nina Kate : Jane doe began in London, back in 2005! I had been working for other latex companies for a few years and had reached a point where I knew I wanted to go it alone and follow my own vision.

## What led you to create this business and what was the initial vision for Jane Doe Latex?

NK : I started out as a latex-making apprentice at 18 years old and to be honest had no idea where I wanted to take it. After a few years it became apparent that it was what I wanted to do and that I was pretty okay at it! I started out small, just working on making my own patterns and getting the name out there, back then there really weren't that many latex brands so a new one popping up was fairly unusual and getting noticed wasn't too hard.

## For those who are unfamiliar with this material, how would you describe wearing latex and what drew you to making and wearing it?

NK : Latex is certainly not the most practical fabric! It's not the kind of thing you would wear to be comfortable but then neither are heels or anything else that looks amazing. Personally, I like the feeling of wearing it. It's very tight and very flattering to all shapes and sizes. I have always been interested in alternative fashion and even as a small child used to run around in dress-up clothes instead of normal ones. I bought my first latex dress at 15 years old and knew I had found my place! I was lucky enough to find an apprenticeship with a company I was modelling for at the time and learned from there.

## You have appeared at numerous fetish/alt events showcasing your creations. When wearing latex, do you feel like it transforms you? If so, how?

NK : There's no denying that latex makes you feel different! I love to watch first timers trying it on and transforming. They will literally slink out of the dressing room and their eyes light up. Even the most self-conscious person will feel like a queen in the right outfit. Despite what you might think it's actually very flattering and supportive for any size or shape. Much like Spanx, it holds everything in. I'd encourage anyone curious about latex to just to try some on and see how you feel!

## What are some of your favorite client stories?

NK : My clients are so varied! I've made everything from prom dresses, cosplay recreations, wedding dresses and stage costumes. Sometimes you're slaving away on a wholesale order not seeing the light of day, then Beyoncé flies you to New York to work on some pieces for her for a performance. I'm so grateful to be able to work for myself and have the chance to meet all the people I do along the way.

## What has been the most challenging aspect of owning your own business?

NK : For me it's all the official "grown up" stuff like business accounts, taxes, paper work! All that terrible stuff. I just want to make pretty things, not work our sales tax quarterly. It can also be difficult as unlike a normal job there's no set wages, so some months everything is great, you hit a slow one, then a large bill comes along and it's all stress until it picks up again. It's always feast or famine.

## As a female entrepreneur, what advice would you give to others who are inspired to follow a similar career path?

NK : I'd say just make sure you're ready for everything that comes with it. It's not all fun making whatever you want whenever you want. Just as important as having good designs is having good customer service, making sure you deliver on time and with a quality product. Time management, organization and all those boring things are essential to running a successful business.

## You are known for your modeling as well as design work. How did you get into modeling and what is your current involvement with modeling?

NK : I was doing the modelling long before the latex! I started as a baby and when I got to around 15/16 and started being interested in the "scene" and being able to go out I began doing photos with friends and branched out as I got older. I've been fortunate enough to work with incredible talents and it's one of my most favorite things to do still. Currently I'm also concentrating on acting.

## What inspires you?

NK : Often, I will come up with my best work when on a time crunch or limited materials. Sometimes an idea will fester in my head for months, other times it's a snap decision. As for other designers I love the greats like Alexander McQueen and Viktor & Rolf - their themed shows are what I would truly love to be able to do.

## Tell us about your creative space and how you work.

NK : I'm in the process of opening my new studio in East LA and it's an appointment based location. I also work at my home in the mountains. I had a retail store on Melrose Avenue in LA but found that that setting didn't allow me the time to

concentrate properly on what was most important, one to one customer service and actually making the pieces! I've always worked alone, and it suits me fine. I do everything from the design to the manufacture, marketing to customer service.

## Do you see any new or returning trends occurring in alternative fashion?

NK : I tend to avoid following any kind of current trend or making things that I think will sell but don't fit my exact vision. You see things come and go and if you cater to them, sure you can make some money, but your work will look dated in no time. I live in a bit of bubble anyway, so I just do my own thing.

## What is a fact about you that your fans might be surprised to know of?

NK : I guess that I am a bit of a hermit, really. I live in the mountains and am not that much of a social person. I'm happy walking around the lake next to my house with my husband and my dog.

## What's next for Jane Doe Latex?

NK : Well first is to get the new studio up and running, I'm so excited to be sharing the space with my friends at Kreepsville, so we are all in a big building together. Once that is ready, I look forward to being able to meet with clients face to face again and I'm working on a new line of pieces that I hope to release soon. **A**

For inquiries about Jane Doe Latex or to create a customized latex design visit [www.shop.janedoelatex.com](http://www.shop.janedoelatex.com) or email Nina Kate at [info@janedoelatex.com](mailto:info@janedoelatex.com)

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