

Journeying With God in Life!

Karina Immanuel is the founder and creative director of the luxury handbag brand Karina Immanuel. Her business has been running for approximately two to three years and is based in the heart of London. Whilst the main products are currently handmade limited edition leather bags, she hopes to expand into clothing and other areas of the beauty and fashion industry in the near future.

Through her work, she explores the intersection of faith, creativity, and entrepreneurship, seeing business as a place of obedience, growth, and relationship with God. She writes and speaks on journeying with God in working life and leadership.

1. Beginnings

Looking back, I can see that God's call on my life began long before I had language for it, and certainly before I had a business plan.

I've always been drawn to creativity. Fashion, yes—but also film, animation, dance, theatre, and the kind of storytelling you see in the Detective Comics or Marvel Universe. I've long been fascinated by how creativity can move people – spirit, soul and body. Years before the Karina Immanuel brand existed, I found myself in conversation with God about this very thing. I remember asking God, 'Why isn't there an epic film or animation that explores life after the resurrection of Christ—not overtly 'Christian' in branding, but so full of your presence that people walk into a cinema and encounter you?' The vision was that the music, cinematography, and special effects would carry something tangible of God's presence—so that hearts would be opened, perhaps without people even realising why.

God's response surprised me. Very simply, he said: 'You could do that'.

I resisted. I argued. I asked how. And eventually, the conversation turned in a direction I hadn't expected once I accepted that I could – God asked me what I loved, and fashion was part of the answer. 'Then start there,' he said.

Soon after, I attended a church service almost by chance, where a visiting prophet from South America was speaking. At the end, she began calling people out and giving prophetic words. When she spoke to me, it felt as though she had read my private journal—naming the very conversations God and I had been having, and more besides. It was a profound confirmation that what I was stepping into wasn't self-generated ambition, but a response to God's invitation.

The Karina Immanuel brand was born not from a desire to start a fashion label, but from obedience to a much larger calling. We're still on that adventure!

2. Creativity, Faith and Obedience

Creativity and business are often framed as neutral spaces, but for me they have become places of, quite frankly, supernatural encounters.

Every part of the Karina Immanuel brand—its emphasis on craftsmanship, sustainability, and individuality—is an expression of my faith. Every bag is carefully handmade in the heart of London so I'm mindful of my carbon footprint and careful not to over produce. To this end – production is limited to small batches which not only reduces unnecessary waste but ensures a level of exclusivity. What makes this even more wonderful is that I began with no formal training in fashion, design, or business. I didn't have the skills, the experience, or the finances. What I did have was a clear sense that God was asking me to simply 'step out'!

That meant learning to trust him not only for provision, but for wisdom. I initially assumed I would write a business plan and secure funding in the conventional way. However God had other ideas. 'We're not doing it that way,' he said.

Instead, I began researching, experimenting, and prototyping. I found a small studio willing to work with me and I didn't have to pay any money upfront. One day I visited the studio to check on progress with the



prototype and before I left, the studio owner gave me the bill estimate – it was for £1000 and I didn't have the money! However as I made my way out of the studio – I simply said 'Father this is your will, therefore your bill'. When I got home that same evening, I received a letter from an airline I'd travelled with two years previously, offering me compensation of £1000 for their cancellation of a flight I was booked on. God effortlessly provided the funds I needed and opened a door that would otherwise have remained closed if I hadn't stepped out!

Step by step, God taught me how to source materials, work with leather, and make decisions about production—without any formal training. I've learnt 'on the job', with God connecting me to various suppliers or contacts at leather trade events or studios, both in the UK and abroad. There have been several trials and errors but God has worked everything together for good. I've come to realise – with beautiful hindsight – that nothing has been wasted (Romans 8:28).

Inviting God into the process of design and decision-making has meant more than prayer before meetings. It has meant allowing him to shape how I work, what I value, and even on what I refuse to compromise. There have been moments where obedience mattered more than growth or scale—times when saying 'yes' to God meant saying 'no' to opportunities that looked attractive but didn't sit right spiritually.

3. The Cost—and the Need for Wisdom

Building a business requires emotional resilience, patience, and a willingness to carry uncertainty. There are costs

that don't appear on spreadsheets: the weight of responsibility, the loneliness of leadership, and the constant need to make decisions without full visibility.

As the brand has gained traction, I've faced a different kind of challenge—not so much risk, but trust. Reaching a stage where growth requires handing over aspects of the business to others has meant relinquishing control in areas outside my expertise, such as marketing, social media, and expansion. That surrender has been as much a spiritual discipline as a practical one and it's become easier the more I've surrendered.

Discerning God's voice in business has been a learned practice. I genuinely believe that anyone who has given their life to Christ has heard God's voice—it's just a matter of recognising it and growing in discernment. That comes through Scripture, intentional time with God, and ongoing conversations with him. The more you listen, the more familiar his voice becomes.

4. No Blueprint—But the Holy Spirit

There is no fixed blueprint for faith-led business. What there is, however, is the Holy Spirit.

In a normal working week, I invite God into everything—design decisions, pricing, supplier relationships—but I've learned that it's less about ticking God off on a process list and more about relationship. Business has become a space where God continues to shape my identity in him and deepen my understanding of God's heart for reconciliation with all his children.

When I'm unsure, I return to simple questions: 'Lord, what are you saying

about this?' and 'What do you want me to do?' These questions create space for listening rather than reacting.

Fear is an ever-present temptation in business, but it doesn't have to be the driving force. Practices like stillness, prayer, and standing on God's Word help to anchor my decisions. 'Be still and know that I am God' (Psalm 46:1) is not just a verse—it's a business strategy!

5. The Lord Provides—and We Play a Part

Stewarding resources without allowing them to become the driving factors or my motivation has been one of the most important lessons of my journey.

Everything I have has been provided by God. Over the years, since becoming a Christian, I've seen his faithfulness time and time again. That perspective changes how you steward resources. Money becomes a tool, not a master.

To those who fear that faithfulness might not be financially viable, I would point to Ephesians 1:1–11. We were chosen in love before the foundation of the world. Our destiny was not an afterthought. When we understand that, provision is no longer something we strive for anxiously—it becomes something in which we partner with God, responsibly and prayerfully.

6. Conclusion: One Sentence

If I had to distil 'journeying with God in life' into a single sentence, it would be this:

It is about living life to the full as a child of the Most High God, walking in oneness with him—at work, at rest, and in every decision along the way. 



Karina Immanuel is the founder, designer and the person behind Karina Immanuel, a London-based luxury leather bag brand. She started this journey to create timeless, limited-edition bags that blend craftsmanship, sustainability and individuality. They are handcrafted in small batches. See www.karinaimmanuel.com and Instagram <https://www.instagram.com/karinaimmanuel?igsh=MXhqM2o5enkxNDRrZA==>