



# Baughaus Design Studio

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REGIONAL HUB:	Caribbean
CULTURAL SECTOR(S):	Fashion, design, crafts
BENEFICIARY (IES):	BAUGHaus Design Studio
COUNTRIES COVERED BY THE ACTION:	Jamaïca
PROJECT DURATION:	08/2023 – 04/2024 (8 months)
BUDGET:	EUR 19 672 – EU FUNDING: EUR 18 111 (92.06 %)
WEBSITE:	<a href="http://www.baughausdesign.com">www.baughausdesign.com</a>

The **BAUGHaus Design Studio** project aims to promote Jamaican culture by offering products for sale that are inspired by the Caribbean, its people, and its culture. These items are designed and manufactured in the region and then distributed worldwide, for people looking for authentic, high-quality products that capture the essence of Caribbean culture and atmosphere.

In this context, investments will be made to increase production capacity. Targeted marketing initiatives will be implemented, essential equipment will be added, storage space will be expanded, product packaging will be improved, and a new line of recycled glass products will be launched. In addition, marketing will be improved and outsourced to a local marketing company for increased visibility in the local and international media.

Finally, the project intends to maintain its prosperity by introducing new products to the market, while increasing the recruitment of people from local rural and disabled communities.

