

## Nicki Hoyne

### *My Shining Armour*



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#### MY SHINING ARMOUR

Nicki Hoyne was the girl in school with the coolest notebook or wearing a funky necklace she picked up from a market. Now, she has turned that passion for accessories into a growing business.

My Shining Armour is an online accessories and gifting store. Launched in April 2014, the website has featured in some of the biggest names in the world's media — including Vogue and Cosmopolitan.

Nicki returned to her home county of Kilkenny to launch her business but not before she gained huge experience in sales, marketing and brand management abroad.

She worked in London for four years managing brands such as Marc Jacobs, Chloé, Calvin Klein, Vera Wang and Juicy Couture. Inspired by her entrepreneurial family, she was itching to go it alone and returned to work in her father's business while shaping the idea for My Shining Armour.

The name, which came to her while she was running in Kilkenny Castle, represents herself and also her customer — someone who is fearless in fashion and likes unique accessories.

Although she likes to be surrounded by nice things and can see cool trends emerging, that does not mean it has not been a hard slog. She credits ACORNS with allowing her to be around women who understand the challenges of running a business.

Gearing up for a busy Christmas, Nicki has moved into a new premises with two full-time employees and another about to start. The company has shipped to 30 countries and her aim is for My Shining Armour to be the world's number one online accessories and gifting store.