

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 highly-successful online accessories and gifting store.

Launched in April 2014, My Shining Armour 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 represents herself and her customer – someone who is fearless in fashion and likes unique accessories.

Nicki's taken a whole new look at her business since taking part in ACORNS. Acknowledging how competitive online retail is, she's always looking at ways to keep the business new, fresh, and unique.

Nicki's sharp eye for cool trends emerging has seen her nominated for several awards including Best Online in Xposé's frockadvisor Awards 2017, Goss.ie's Girlboss Of the Year 2017 as well as in four separate categories in the 2017 SME Awards.

This year she designed her own handbag collection, and launched two pop-up stores in Kilkenny and Clarendon Street, Dublin.

Right now her focus is on growing internationally and making My Shining Armour the world's number one online accessories and gifting store.