

## Nicki Hoyne

### *My Shining Armour*



#### CONTACT DETAILS

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<https://myshiningarmour.com> 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 win several awards including the Image Magazine Best Online Only Boutique Award 2018. In 2017 she was awarded Best Customer Focus/Engagement at the Irish SME Awards.

Last year, she designed her own handbag collection and launched two pop-up stores in Kilkenny and Clarendon Street, Dublin. This year, she is continuing to design a range of new products for My Shining Armour while also seeking out new unique brands that offer her customers something that they will not find elsewhere.

Nicki is currently dividing her time between Kilkenny and London as she focuses on growing the business internationally.