

## Nicki Hoyne

### *Nicki Hoyne Collection*

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Kilkenny native Nicki Hoyne started her career in Sales & Marketing with brands like Diageo, Nintendo, Marc Jacobs & Balenciaga in Dublin, London and Australia.

In 2014 she founded award winning online accessories store, My Shining Armour. Nicki combined her love of fashion, business and tech to create the Irish success story. My Shining Armour shipped to over 40 countries, appeared in Vogue, Cosmopolitan & Grazia Magazines as well as appearing widely in Irish media including the Late Late Show. As well as Nicki's own designs the site stocked international brands like Kate Spade New York, Christian Lacroix and Rifle Paper Co. In the process, Nicki learned where products came from and their effect on the planet. By 2018 Nicki wanted to create more meaningful fashion accessories that were fun and beautiful but most importantly have a conscience.

In 2020 Nicki closed My Shining Armour and launch her new accessories brand, Nicki Hoyne Collection. Always a fan of fun, statement accessories. Nicki found that sustainable, conscious brands were muted and minimal. She created this collection to bring you fun, accessible luxury designs with a conscience. Nicki Hoyne Collection celebrate individuality, vibrancy and a passion for well-made, slow fashion products.

The collection is handmade in Spain by master craftsmen. All materials are sourced within Europe as close as possible to the factory. Nicki is working to become a fully sustainable brand ensuring all suppliers and their processes are as sustainable as possible.

Nicki lives between London & Kilkenny. She hosts The Hero Podcast, sharing unedited stories of insight and information and has also done a TedxTalk on happiness.

Podcast on Apple: <https://podcasts.apple.com/ie/podcast/the-hero-podcast/id1268477158?fbclid=IwAR033ZN27OKZuGDeA0GYjZwwMZo-Fk7aEAYwZ4C86FxtwXk7E8earJCQA4M>

Podcast on Spotify: [https://open.spotify.com/show/6r7mrgXxVCVOWCH0BGjP0s?si=FTLpHS9WQd6OCsVWpJY51g&fbclid=IwAR3AKym9JERjuTL0gf2lYlqe9K\\_FHTEOL34Owzap1g0AtB4CR6Gr7JDDUi0](https://open.spotify.com/show/6r7mrgXxVCVOWCH0BGjP0s?si=FTLpHS9WQd6OCsVWpJY51g&fbclid=IwAR3AKym9JERjuTL0gf2lYlqe9K_FHTEOL34Owzap1g0AtB4CR6Gr7JDDUi0)

TedxTalk: <https://www.youtube.com/watch?v=I-ah09HPIHo>

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*



An Roinn Talmhaíochta,  
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