

Nicki Hoyne

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Kilkenny born, Nicki Hoyne launched Nicki Hoyne, a slow fashion footwear and handbag brand designed in Ireland and handmade in Spain. “I want people to celebrate and cherish fashion, not consume it and throw it away”.

Nicki's designs are fun, unique, high quality and built on a foundation of sustainability. She hopes to one day become a fully sustainable brand. Her collection has already shipped to 9 countries, featured at Brown Thomas Create in 2021 & 2022 and is stocked at Arnott's and Wolf & Badger in New York and London.

Nicki won the Irish Design Institutes Rising Star 2021 and was runner up in the DCCI, Irish Business Design Challenge - Micro Business Category. She was also nominated in the Image Start Up Businesswoman Of The Year Award 2022.

Before social media existed, Nicki worked in sales and marketing bringing brands such as Calvin Klein, Balenciaga, Diageo and Nintendo to life in store. In 2014, she launched My Shining Armour, an award winning online accessories store. It shipped to over 40 countries and appeared in Vogue, Cosmopolitan and Grazia. It won Image Magazines Online Boutique of the year 2018. Nicki was nominated for an Image Business Woman of the year award in 3 different categories in 2015, 2016 and 2017.

Nicki has spoken at TedXTalk and also had a top ranking Podcast (The Hero Podcast) from 2018-2020 sharing stories of insights and inspiration.

Podcast on Apple: <https://podcasts.apple.com/ie/podcast/the-hero-podcast/id1268477158?fbclid=IwAR033ZN27OKZuGDeAOGYjZwwMZo-Fk7aEAYwZ4C86FXtwXk7E8earJCQA4M>

Podcast on Spotify: https://open.spotify.com/show/6r7mrgXxVCVOWch0BGjP0s?si=fTLpHS9WQd6OCsVWpJY51g&fbclid=IwAR3AKym9JERjuTL0gf2IYIqe9K_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,
Bia agus Mara
Department of Agriculture,
Food and the Marine

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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.

