

## 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.

*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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