



Fashion can mean different things to different people. For some, it is a way of expression. For others, it is a source of security. But for those whose hearts are destined for the industry, fashion is a lifestyle.

R. Nicole is a military child born and raised in the city of Chesapeake, Virginia. Since leaving Corporate America, she decided to become a “slash” entrepreneur – someone who makes multiple income streams simultaneously from different careers. It dawned on her that she could turn her projects into a business. She thought to herself that if she could be passionate about something, then she might as well make money out of it too.

She became a shoemaker, a shoe designer, and a travel bag designer for two different brands – R. Nicole Collection and Tashka Store. It has always been her dream to become a fashion designer and her heart has always been set on the fashion industry. Nothing excited her more than this vibrant and colorful world.

As previously mentioned, R. Nicole doesn't only design shoes. She actually makes them. When asked about what led her to manufacture them herself, she talked about her 'vision board'. Every year, she would pin on that board some new hobby or skill to try out. Shoemaking happened to be one of those things. She also added that by making her own shoes, she would be making a brand for herself.

One day on a Facebook community page, she posted a pair of shoes. And to her surprise, she received an overwhelming amount of comments and feedback asking her if they could purchase the pair from her. As soon as she got her tenth request, she figured that she was going to try and design her own pair of shoes.

As she got closer and closer to turning her vision into a reality, R. Nicole decided to develop a strategy she could use for her business. And anticipating that her business would click, she then did some research on how to get her designs made and how to

improve managing her sales. She got anxious because, at the time, she was also working on another project. Soon enough, her shoe business got the break it deserved.

But aside from the [R. Nicole Collection](#), she also created her personal line of travel bags – Tashka Store. The idea for this brand came to her as she realized that the travel bags would complement the shoes very well. Before she got into the fashion industry, her corporate job required her to travel a lot. And back then, she made it a point to travel in style. She wanted everyone to be as chic, too.

R. Nicole's goal is to create more beautiful and unique shoes and bags that look as good as they feel. She makes it a point to give every product her best by working closely with two manufacturers to meet her customers' needs. Explore and travel the world of fashion with R. Nicole by visiting her [website](#) and [Instagram](#) account.