

NEW YORK, NY / ACCESSWIRE / July 22, 2020 / Becoming an entrepreneur after leaving the corporate world is a path that only a few have succeeded. The comfort zone of having a full-time job, paychecks, company perks, and benefits is a guarantee of job security. As everyone gets enamored by what the corporate world has to offer, turning ideas and plans into a sustainable business is what excites an entrepreneur.

1. Nicole left corporate America to become a “slash/slashie” entrepreneur and fashion designer. With a scalable plan, she turned her passion projects into income-generating businesses by becoming the one in-charge for everything. Thus, the birth of two brands: R. Nicole Collection and Tashka Store.
2. Nicole Collection designs shoes that are made to order. The process is that she releases a new design that customers vote each year. With her focus on stylish comfort along with back end analytics, R. Nicole’s approach to the made to order process makes her different from the competition. As customers always have a say before making the actual shoes, it is a very personalized approach to creating value for customers at a reasonable price..
3. Nicole often traveled for work while working in corporate America, and she found it difficult to pack everything in one bag. She couldn’t find a carry-on bag in the market that can accommodate a traveler like her, and that could meet her style and needs. She had seen this as an opportunity to create a few bag designs and patent them herself. It took her a few years to find a manufacturer that could realize her vision. It was after being able to source all the materials and 3 different product samples that R. Nicole finally launched Tashka Store in the market and gained online sales immediately.

Tashka is a patented, 2 in 1 convertible travel bag. It comes in two different sizes, carry-on for small, and extended stay for large. The bag style is unisex that looks like a duffel bag, weekender, but when unzipped, it opens into a garment bag. It is lightweight and water-resistant with an ergonomic telescopic handle. It has adjustable strap, foldable, and multi-compartments with hidden inline skate wheels. It can be customized in different colors to suit one’s style. Furthermore, it meets carry-on travel size regulations.

1. Nicole’s value for customers by putting them first on their style and needs make her stand out in the shoes and bag industry. As she understands the importance of design and elements, she recognizes customer’s input and translates them into the product. She is determined to reach a wide customer base by making her products available online, impeccable made to order process and wholesale opportunities.

Even though R. Nicole left corporate America, she turned her passion projects into reality by creating patented products that create value for customers. Being a fashion designer and at the same time CEO of a consulting firm, she was just a normal girl with a dream who believed in herself and succeeded.

Support R. Nicole’s businesses, follow the R. Nicole Collection’s website and Instagram . And Tashka Store via its website and Instagram.