

## FLARE

**Taylor Frankel, Makeup Brand Co-Founder**

Flare Staff | September 19, 2017

FLARE #HowIMadeIt celebrates 100+ talented, ambitious and driven Canadian women with cool jobs. Want what Taylor has? Here's how she did it



Taylor Frankel; @taylor\_frankel; Toronto

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**Let's say we've just met at a cocktail party. How would you describe, in a nutshell, what you do?**

I'm the co-founder, chief inspiration officer and brand ambassador of Nudestix. My mom came up with the chief inspiration officer title; she thought it was fitting since my sister Ally and I were the inspirations behind Nudestix, and we continue to inspire the brand as Nudestix grows. My everyday role consists of creating social media content—from beauty how-to videos or blog posts—collaborating with the media, making personal appearances at our retailers and educating retailers about Nudestix.

**Where did you go to school and what did you study?**

I went to Ryerson University for two years in the bachelor of commerce program, specializing in retail management. I took a sabbatical from school to launch Nudestix.

**What was your first paying gig out of school? (In your field, or not.)**

Nudestix!

**What was your BIG break? How did you land it?**

Launching Nudestix at Sephora in the United States and Canada. My mom, Jenny, was in the beauty business for 20 years—she previously co-created Cover FX—so she already had many

# NUDESTIX

respected relationships at Sephora. People were open to meeting with her and then they loved the Nudestix story and products.

**Describe the moment in which you first realized, I think this is actually going to work out?**

In May 2015, we won the CEW Best New Indie Brand of the Year, which is an industry-nominated and industry-voted award. That's when we knew, Wow, the industry is watching and loving what we are doing.

**What would you say has been your biggest failure or shortcoming, career-wise, to date? How did you bounce back?**

Nudestix launched when I was 17. My biggest shortcoming, being such a young entrepreneur, was not to have the confidence in my voice—especially when speaking to industry icons. It took time and repeated experience with being open to feedback

**Name one piece of career advice you always give.**

I feel like I've had a very short career to offer a meaningful response. But my mom always tells me when you're on stage—whether it's training staff, or at a press event or photo shoot—you're on stage with a smile. It doesn't matter if you're hungry, thirsty, tired, or have to go to the bathroom. When you're off-stage, then you can order room service and watch Netflix.

**What's the worst career advice you've ever gotten?**

I feel like I'm still going to get it.

**Did you deal with barriers in your field because you are a woman? If so, what were they?**

This would probably be a better question for my mom. As a young woman I've actually received praise for encouraging other young women to follow their dreams.

**Are you making a fair income for your work? Why or why not? Do you have a side hustle for extra cash? If so, what is it?**

Owning a family business is a lot of hard work and commitment—I don't really look at what's fair but more about what needs to get done. I was able to save enough money to buy a small condo in Toronto, and there are many travel perks involved with working for a global business, which I love.

**What's the worst stereotype you've heard about millennials at work?**

I've heard millennials are lazy and impatient (lol). Being a millennial, I'm living proof it's not true.

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