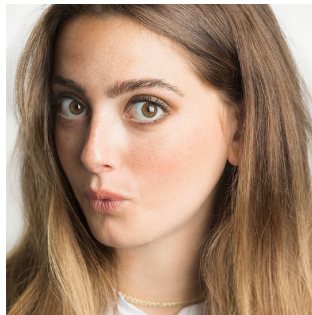


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Taylor Frankel, Makeup Brand Co-Founder

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FLARE #HowIMadelt 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

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 woman 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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