



Alumna Subject

Niki McMorrough
BA, European Studies
(Management/Languages)



Graduated

1997

Place of Work Position

Made by Niki
Owner/Director

Niki is the founder, CEO and Creative Director of her own [Luxury Lingerie](#) and [Shapewear](#) brand, Made by Niki.

Made by Niki is a premium lingerie brand from England. They are stocked in over one hundred stores across seventeen countries.

Made by Niki is an East Midlands Business Award Winner, a UK Fashion Export Finalist and CILA Best Shapewear Award Finalist.

Great minds *go on to* great places

Why did you choose to study at Royal Holloway?

When it was time to select our options I was very clear about which university I wanted to go to. The one with the big castle (Founder's) and the year out in Paris!

Why did you choose the course you studied?

I'd been keen to have my own business since the age of five when I saw my Dad's name on the metal plaque over the door of the hotel he was running. I told my mum 'When I grow up I'll have my name above a big door like that!' However, I still hadn't decided what this proverbial door would lead to. The European Studies course was therefore perfect for me. I'd been good at languages at school, and was interested in the European entrepreneurial spirit of the course; but most of all the modular aspect of it appealed to me.

Tell us about your Royal Holloway experience.

All my friends are rather jealous when they see photos of my student days. While I was lounging around in the Founder's quad with some rather glamorous, cosmopolitan people in what seemed like eternal sunshine, other friends of mine were battling it out in squalid student digs.

The surrounding area was absolutely gorgeous countryside, and when you are sharing it with a close group of like-minded friends there's nothing better! On a sunny day a group of us would go down to the river or hang out in Virginia Water. We'd sometimes spend the day in London looking in the shops or just hanging out in Hyde Park. We frequently went out to London, Brighton and Birmingham. I also worked at a club in Soho four nights per week.

I gained an amazing bunch of friends who have each become influential, inspiring and great entertainment throughout my life.

How did Royal Holloway help with your career?

Entrepreneurs would come and speak to our course about how they had succeeded with their businesses, and many of us launched our careers just by speaking to these company Directors. I got my dream job as Head of Marketing for a record label (Ministry of Sound), just by going up to James Palumbo to thank him for an inspiring speech!

Royal Holloway gave me the chance to meet my first employer and therefore develop my career in Marketing, which is the world's most transferable skill. The French I perfected while on my year abroad has become absolutely essential, because many of our [lingerie](#) clients are French speaking. I often draw on lessons from Alec Reed in real-life situations – he was a business genius and I wish I could still have him as a mentor today.

If you had your time again at Royal Holloway, would you have done anything differently?

Not a thing. It was perfect and I feel very blessed to have been there.





people with passion

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What do you do now in your everyday job?

It is extremely varied – one day I could be designing luxury lingerie, negotiating in French with foreign factories or being a spokesperson for the press. Other days I could be mentoring interns and employees, analysing sales reports and cashflow forecasts or measuring up celebrities for bespoke designs.

What international experience have you had with Made by Niki?

Made by Niki has been an international lingerie brand right from its beginning in 2006. We’re stocked in Lane Crawford (Hong Kong), Coco de Mer (UK, USA) and the world’s best lingerie shops. Our first lingerie collections were stocked in Barneys New York, Harvey Nichols in Istanbul and Hunkemoeller in the Netherlands to name a few. Twenty five percent of our lingerie gets sold to the USA where they are really keen on shapewear; they also love our sheer and lacy knickers, and sheer shaping skirt.

Our lingerie designs have been featured in most international magazines including *Vogue Russia*, *WWD*, *W Magazine*, *Cosmopolitan* and *Lucky*.

What exciting projects have you been working on?

We get invited to international lingerie events all the time, such as ‘Florence Fashion Week’ as a guest of Linea Intima, where Made by Niki showcased in fashion catwalk shows and trade events. We travel to New York and Paris most seasons to meet with buyers and the press. We were commissioned by the world’s leading trade show – ‘Salon International de la Lingerie’ – to design their innovative shapewear collection in 2008.

We have won and been shortlisted for international business awards such as the UK Fashion Export Award (2008), CILA International Shapewear awards and the East Midlands International Business Award (2009).

Which celebrities have worn your underwear?

Our lingerie is frequently sent to stylists all over the world, for photo, video and film shoots such as Christina Aguilera’s ‘Bionic’ Album shoot, ‘Sex and the City 2’ filming and Cheryl Cole Ad Campaigns. I’m currently working on bespoke designs for KT Tunstall, who incidentally, is also an alumna.

Our big new product launch is *Slinkies* – gorgeously glamorous body-sculpting underwear. My favourite piece is the *Plunge Bra*, which gives an amazing cleavage. Our Lingerie has been worn by Naomi Campbell and The Saturdays (among others) and has been featured in *Vogue*, *Elle*, *Cosmopolitan*, *Look*, *The Observer*, *The Evening Standard* and more international titles.

What advice would you give to budding entrepreneurs?

I recently asked this question to James Palumbo and I will go with what he said: “Be fearless and determined – never give up. Everything will take three times longer and three times more money than you thought it would, but you will get there in the end!”

If there is anyone who would like to be a part of Made by Niki, they are encouraged to sign-up to our [job opportunities](#) list: www.madebyniki.co.uk

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