

NUDESTIX

STYLENEST TAYLOR FRANKEL

By Nicola Stewart | December 29, 2016



Founded by mother and daughter trio Jenny, Ally and Taylor Frankel, NUDESTIX is a unique collection of easy-to-use pencil and crayons that aim to enhance and not cover natural beauty with a barely-there look.

A must have in Team StyleNest's make-up bag, we catch up with Taylor to find out more about the inspiration behind the brand, her beauty ethos, and the beauty secrets behind her own flawless look.

What was your inspiration behind launching NUDESTIX?

A: My mom, Jenny Frankel was inspired to launch NUDESTIX by observing my sister (Ally) and myself (Taylor). She observed that my sister and I did not perceive beauty the way she once did. Although we love beauty, we are not into wearing layers of caked on makeup and colour. Before NUDESTIX, the beauty industry constantly talked about perfection and flawless. There was no middle ground for those girls who did not aspire for perfection. Moreover, since the beauty industry only talked about perfection and flawless, it completely alienated my sister and I, as we just wanted to look like better versions of ourselves! Our definition of beautiful is a touch of colour here and there to accentuate our finest features. We believe that makeup should be easy, fast, effortless and fun for the everyday girl and woman.

You founded NUDESTIX as a family, what advice would you give to anyone thinking about doing the same?

A: My best advice would be... Never take anything for granted. Your family will always support you. It is so rare to be doing something you love; with the people you love the most.

Any particular challenges, or high points, that you've encountered along the way?

A: We've definitely encountered a great deal of both! As a young, start-up business, pretty much everything that could possibly go wrong, does. However, I would say a definite high point was our ability to overcome those obstacles and persevere through it all. It would have been easy to give up at any given moment when we were faced with a

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new challenge, however we are so passionate about NUDESTIX, and truly believe in our products and messaging.

Aside from traditional lip and eye pencils, crayons are probably quite an unusual addition to most of our make-up bags. Any products you suggest starting with, or application hints and tips for those who are a little wary of trying NUDESTIX?

A: I would suggest starting with our Lip + cheek pencils! They're multi-purpose, and girls (regardless of their expertise in makeup) are generally more familiar with how to use lip pencils. Once you try it, the formula speaks for itself – super creamy, moisturising and pigmented! The pencil actually allows for an easier application as you can both line and fill in your lips! Finish off but add a touch of colour to the cheeks for a monochromatic look.

Where does your product and colour inspiration come from?

A: Before we launched NUDESTIX, Ally and I were asked what products we could not live without. At the time it was concealer, lipstick, eye shadow/highlighter and mascara. Obviously, now our collection has expanded to brow, sculpting and various different formulas within the product categories. However, initially all of our products were inspired by our authentic needs. In regards to shades, all of our pencils are shades of neutral. We did this because both Ally and I would ONLY wear shades of neutral, which is our way of looking like ourselves, but better. This is where the 'NUDE' in NUDESTIX originates from. A collection of nude shades for the eyes, lips and cheeks. The exception of a statement deep berry or classic red lip which we have as well.

Any personal favourite products from the range?

A: My personal favourite is our Intense Matte lip + cheek colours and Concealer pencil. These two multi-tasking products are must-haves everywhere I go.

Other than using NUDESTIX of course, what is your daily beauty routine? Any can't-live-without products or beauty secrets you can share with us?

A: It's funny because I constantly get asked this question and people expect me to have a complex beauty ritual! However, my beauty routine is quite simple. I start by cleansing my face with my Eau Micellaire, followed by my PIXI toner. My beauty secret is Eradikate by Kate Somerville. More often than not, if I am breaking out in blemishes I use Eradikate at night, and by morning all my blemishes are gone! I'm obsessed!

Who is your beauty icon/inspiration and why?

A: My beauty icon is Cara Delevingne. She was of the few influencers/models (at least for me) to embrace her imperfections and weirdness. In an industry that is constantly

telling her to be perfect and to look/act a certain way, she has managed to remain authentic to who she is, which I find extremely relatable and admirable.

How would you describe your personal style? Any favourite designers or brands?

A: I would describe my personal style as urban city chic. I'm a huge fan of distressed jean, re-done jeans as well as vintage rocker shirts. However, I'll pair it with a nice blazer, or little booties and dainty jewellery to feminize the look.

How do you like to spend your spare time? Any hobbies or secret talents that we don't know about?

A: When I have any spare time, I try my best to be active! It's so important for both mental and physical health. Even when I'm travelling for work, I try to fit in a work out to increase my energy! I'm also a huge foodie. Whenever I'm home, I rarely go out to eat – I'm usually cooking up something I saw in a recent foodie blog! Lol!

How would spend the perfect day off?

A: My perfect day off would consist of sleeping in, binge watching my favourite Netflix shows, working out and seeing my good friends.

Any future plans for NUDESTIX that you can share with us?

A: We are planning to launch new and innovative products this new year! I can't share exactly what they are yet, but you will not be disappointed! In addition, we are launching a new retailer in the UK... BOOTS! We're very excited for this partnership. More details to come in 2017.

And finally, what is your life motto?

A: I have a few 😊

1. Don't take yourself too seriously.
2. There is no such thing as a free pass in life. Only hard work.
3. Embrace your inner weirdness
4. You are beautiful.

<http://www.stylenest.co.uk/lifestyle/five-minutes-with/taylor-frankel/>