

# flyingstart

*Nicola De Cruz*

ENGLAND



**Name:** Nicola De Cruz  
**Age:** 26 years  
**Business:** Nicola De Cruz Accessories  
**Service:** Contemporary handmade accessories designer  
**Website:** [www.nicoladecruz.com](http://www.nicoladecruz.com)  
**University:** Nottingham Trent University

## Description of business:

Nicola De Cruz established her business after realising there was a gap in the market for contemporary handbags and purses designed and made in the UK. The Surrey based designer uses an unusual mix of hand and machine embroidered and digital printed textile techniques to produce distinctively embellished designs, based on myths & fairy tales. Nicola says that each purse or bag is not just an accessory but a work of art.

The collections are made from a range of cotton, leather and silk using a mix of textile techniques to produce distinctively embellished designs, adorned with recycled vintage and antique details, therefore creating sophisticated collections with a fresh new appearance.

Passionate about British design and with a focus on embroidery in the UK, all purses and handbags are made individually in England.

## Business achievements:

Nicola De Cruz' products have featured in several trade magazines and sell in over fifty galleries and boutiques across the UK.

## Nicola De Cruz on how FlyingStart has helped:

'Attending the FlyingStart programme helped me to head in the right direction with pricing items, as well as meeting other people in the same industry with small businesses too.'



## At a glance....

**Degree:** B.A. Textile Design  
**Graduated:** 2005  
**Started Trading:** 2007

## About the FlyingStart Programme

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 60% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.