



-CEO OF TRENDY NAILZ-

AS SEEN IN



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HOW IT ALL BEGAN

Tracee is a natural-born go getter and ambitious goal-digger. In her early years, she established and identified her **strong** entrepreneurial spirit.

Tracee was introduced to the artistry of nails at age seven while witnessing her mother do nails ta the kitchen table. By the age of 14, she fell in love with the development and art of acrylic nails while she was being serviced at a local nail salon.

This love continued to grow into her passion. This passion quickly lead her to earning the crown of **The Nail Mogul**. While attending high school in Durham, NC, Tracee took a cosmetology course that allowed her to tap into her creative genius and gave her the self-confidence to launch her first business, **Tracee's Young Adult Job Service**, a youth employment agency.

It did not take long for Tracee to be recognized in the Entrepreneurial realm. She was featured in **Entrepreneur Magazine, Teen People, and Black Enterprise**. She partnered with retail businesses to employ local teens to a renowned retail business owned by former NBA standout, Jerry Stackhouse, through her employment agency. Due to her leadership in community involvement, the City of Durham proclaimed May 4th as Tracee Hester Day!

Excited to further her overall experiences, Tracee passed her N.C. State Board Exam and obtained her cosmetology license. She worked independently and for salons. During that time, Tracee was one of the few black women who entered the mostly Asian-dominated industry and mastered it earning recognition from diverse crowds. Understanding the dynamics of her craft, Tracee birthed the **Trendy Nailz** brand in 2008.

Surviving the tides of the recession, Tracee enhanced her skill set by securing her manicurist instructor's license. She was eager to provide proper education, job placement and ownership opportunity equally to women who may not otherwise have the chance.

When it comes to business and the nail industry, Ms. Trendy (aka **The Nail Mogul**) is no rookie! She has trailblazed the path of entrepreneurship from starting and developing a six-figure plus brand that is making its presence known worldwide!

Tracee has continued her mogul legacy and her extensive experience in business has rightfully earned her the title **The Nail Mogul** and "**The Pink Coat Pusher**" who offers a pink coat to individuals who become licensed owners of the brand. She exemplifies the definition of what drive and ambition mean, which is the very thing that separates the haves and the have nots. Trendy Nailz is now both a household and global brand that offers salon services, salon staffing, a nail product line, a full supply store, the Trendy Nailz Magazine, classes and mentorships that push individuals into successful entrepreneurship and ownership.

Trendy Nailz has grown into 6 locations globally, including Africa and Tracee has been a headliner feature at the world renowned Premier Orlando International Beauty Barber show where she taught a masterclass for nail technicians.

She also hosts a "**\$60 to Six-Figures**" masterclass that helps guide entrepreneurs to success and beyond! Tracee's ongoing motto is "never allow people to dim your light or make you fit into a box. Dare to be different, and be different UNAPOLOGETICALLY. Pursue your dreams with the mindset of no boundaries. Surround yourself with iron-sharpener, and know that your NETWORK determines your NET WORTH! Focus and lock in on your target, stay passionate, patient and persistent!"

THE ENTREPRENEURIAL JOURNEY

THE OUTCOME