

# Fish Flops

Aptitudes in Action + Marketplace Smarts



Fish Flops  
Design  
Collection



Fish Flops  
Designs



Rendondo  
Jellies

### **Fish Flops Featured in major Korean Newspaper!**

<http://news.mk.co.kr/newsRead.php?year=2013&no=967527>

You can't make a living with art. Sez who?

The designer behind the Fish Flops company and the footwear sold at

Nordstrom is 15-year self-taught artist, Madison Robinson, who says she "works" at it.

Her story offers several important lessons:

- Fish Flops evolved into a business from an authentic expression of the artist's interests and background. Innovative touches and whimsical nature designs combined into a fun, colorful, quality functional product. And with a memorable name to boot.

- At the very least, Madison's aptitudes may include foresight, structural visualization, color discrimination, and memory for design and observation.  
But merely having certain aptitudes is not enough. You have to work at it!
- Art and business are separate fields and combining the two requires an additional set of business and marketing skills, which many aspiring artistic entrepreneurs frequently overlook.
- Small children often have innate business abilities, so more parents might want to start listening more closely to those rich fertile minds.

## References

National Business Report

<http://nbr.com/2013/09/09/teen-entrepreneurs-million-dollar-bright-idea/>

Fishflops.com

Illustrations used with permission

<http://www.fishflops.com/index.php>

Shop Nordstrom.com

<http://tinyurl.com/mnxpnbq>

Houston's Chronicle's 43 Most Fascinating People of the year list.

Madison is the second person on the list posted December 9, 2013.

Chron.com

<http://tinyurl.com/q8udwbs>

Update 2014!

Madison Nicole introduces her new line of shoes at a recent store appearance

fb.me/2Trt4BTJA

Johnson O' Connor Research  
Foundation [http://www.jocrf.org/Understanding\\_Your\\_Aptitudes.pdf](http://www.jocrf.org/Understanding_Your_Aptitudes.pdf)  
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