

## Siobhán Quinn

*BallyBoy Design*



### CONTACT DETAILS

T: + 353 86 8165452  
E: squinn@ballyboydesign.ie  
Twitter: @BallyBoyDesign  
www.ballyboydesign.ie



It is said that successful entrepreneurs are those who see a gap in the market and grab that opportunity. If that's true, then Siobhán Quinn is cut from that same ambitious, risk-taking cloth.

Siobhán had just left her job in management consultancy to set up her own business when she went looking for a high-quality Irish tweed cape as a treat for herself. After searching the country, she found only uninspiring capes — some of which were not even made in Ireland.

When her friend challenged her to do something about it, BallyBoy Design was born in May 2014. Operating from the townland of Ballyboy in Co. Longford, Siobhán began researching the textile and fashion industry and put some prototypes together.

The result was a beautiful, distinctive and luxurious collection of capes. Inspired by the vibrant colours and the textures of the Irish countryside, they are handmade in Ireland from the finest Irish tweed, lined with pure silk.

Selling mainly at high-end events such as the Dublin Horse Show and National Craft and Design Fair, Siobhán branched out into accessories and now offers felt hats and silver jewellery, designed to compliment the capes and made by some of Ireland's finest crafts people.

Siobhán found ACORNS was a great way to network as well as gain knowledge and support from the other participants.

Since then, she has sealed a deal with Ashford Castle to sell her capes in its boutique. Plans for the next 12 months include targeting additional high-profile events and retail outlets in Ireland and the UK as her business expands.