

Bernadette McCullagh

Dúinn Designs



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Bernadette McCullagh always held a passion for patterns and colours, having studied textile design in Leeds University.

Finding work as a textile designer when she graduated was difficult for the Omagh native and so, she retrained in marketing, branding and sales. It mightn't have been her original choice of a career, but it was one she excelled at, going on to hold manager and director positions with companies like Coca Cola and O'Brien's Irish Sandwich Cafés.

This experience, combined with her longing to return to her artistic roots, has made her business, Dúinn Designs, the success it is today.

In 2015, Bernadette spent a year working on designs for silk scarves and homeware textiles and in January 2016, she launched Dúinn Designs at the RDS Showcase Expo.

Dúinn, which means 'for us', provided Bernadette with the platform to design patterns inspired by Irish icons, heritage sites, and characters in folklore.

Based in Carlingford, Co. Louth, Bernadette's products are now stocked in 15 stores around Ireland, as well as one in Edinburgh.

But the biggest exposure so far for Bernadette and Dúinn Designs is Aer Lingus featuring her Skellig scarf in its current inflight shopping magazine, Boutique.

And now, she has been shortlisted under the Accessories category in Irish Country Living Magazine's Irish Made awards.

ACORNS has helped Bernadette drive the business even further and she plans to expand her products to more stores in the UK, and hire someone to join her business. In August, she will be releasing brand-new designs and products at the Autumn Gift and Home Fair at City West.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.