

## Brigid Riley

### *Fernwood Floral Design*



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Brigid Riley is the creative force behind Fernwood Floral Design with a design career spanning two decades and two continents, from fashion designer in New York City to event and floral stylist in Washington DC.

She has worked for Hollywood celebrities and US presidents and her work has been featured in a variety of settings from an inaugural ball for Barack Obama to more intimate weddings and private parties.

Brigid returned home to Ireland in 2015, after spending 19 years in Washington DC and London and is bringing a little of that cosmopolitan flair to Irish events, with her floral design style described as 'uniquely expressive, romantic and natural' by One Fab Day.

She launched Fernwood in 2016, creating evocative compositions of flowers, foliage, fruits and branches in her studio in Oldcastle, Co. Meath. Fernwood promotes a sustainable approach to floral design, showcasing seasonal, native Irish flowers — some of which come from Brigid's own cutting garden and the surrounding landscape.

She is a member of the newly-founded Flower Farmers of Ireland; a collective working to promote the Irish cut flower industry with the goal of reducing the reliance on imported, commercially-grown flowers.

Taking part in ACORNS has been invaluable in helping Brigid focus on her company's brand and niche for her product while making some great business contacts through the ACORNS network.

Wedding bookings for 2018 and 2019 are steadily growing and Brigid will shortly be unveiling an exciting new product for Fernwood that offers brides the opportunity to turn their bouquet into a keepsake that will last long after their wedding day.

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