

## Kabira Allain

*Kymaïa*



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Born and raised in France to Moroccan parents, Kabira always had an interest in clothing and fashion. But before becoming a fashion designer, she studied business and worked in financial services.

In 2000, she and her husband decided to spend a few months in Ireland to improve their English skills, but months became years, and now Wexford is their home.

While in Ireland, she continued working in financial services but moved to part-time hours to look after her two young children. After the children started school in 2010, she used her free time to study fashion with a Paris-based institute specialising in distance learning.

In September 2014, after completing her studies, Kabira created her label, Kymaïa. The name Kymaïa was inspired by her family; it includes letters from her name, and that of her husband and children to show how grateful she is for their support. She launched her first collection in July 2015.

For Kabira, the hardest part about being an entrepreneur is the isolation. Prior to creating a fashion label, she worked in a company with 300 employees, and now she works alone in her home studio in Gorey. Interaction with ACORNS participants gives her an opportunity to discuss business decisions as well as giving her the sense of being supported by a team.

As a fashion designer, Kabira is always looking ahead and she is currently working on designs for winter 2018. Her goals for the future are to increase her direct contact with customers in order to gain feedback and to explore international opportunities.