

Áine Breen

Liwu Jewellery



CONTACT DETAILS

T: + 353 85 7633900

E: info@liwujewellery.com

W: www.liwujewellery.com

Facebook: @liwujewellery



After moving to China in 2011, Áine Breen immersed herself in the local culture never knowing it would eventually lead her to setting up a business back home in Wexford.

While taking a course in the ancient Chinese visual art of calligraphy, Áine became moved by the symbol for love. Its beauty as well as its meaning 'life to the heart, grace to the body' inspired her and she began to imagine what it would look like on a necklace.

Taking out her sketchbook, she worked on several designs that would later become the collection for Liwu Jewellery.

When Áine and her husband moved back home to Gorey in 2014, she combined her work — as an accountant — with her passion and starting silversmithing classes.

A year later, Liwu Jewellery, meaning 'gift', was ready to launch. The collection includes Chinese wishes, beliefs, and simple Chinese words. She has since created another collection inspired by Celtic symbols.

Stocked in 12 stores around Ireland, her jewellery is also available on her website.

The support she got from ACORNS helped her focus on priorities and, just this year, Áine gave up her job as an accountant to dedicate herself to her passion, which has now become her career.

Already this year she has been listed as a designer to look out for in both Social & Personal and Gladys magazines and has been shortlisted in Irish Country Living Magazine's Irish Made awards.

With much of her online sales coming from the US, she is drawing up a plan for more targeted selling and aims to grow her team.