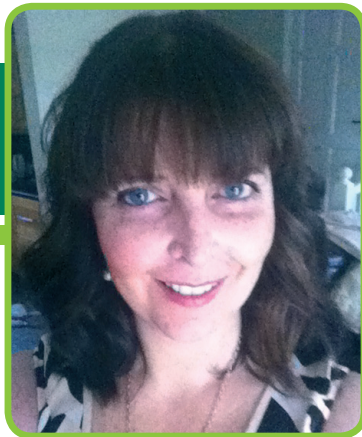


Denise Bourke

Divas & Dudes



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Ladies and Children's Boutique



When you've worked in the fashion business for years, you develop a good eye for quality clothing.

And it was this talent for spotting sought-after, luxury clothing that led Denise Bourke to set up her own business – Divas & Dudes.

Denise worked in the retail sector for 10 years and always dreamed of running her own business. But it wasn't until she was on maternity leave with her fourth child that she decided to try something herself and open her own boutique.

She noticed that there was a gap in the market for unique children's boutiques and, in September 2013, she opened Divas & Dudes in Castleisland, Co. Kerry, providing luxury, high-quality clothing to women and children. As a mother of four, Denise had a good idea of what kind of clothes mothers were looking for.

Denise wanted to offer something different to what usual boutiques had to offer so, to keep her brand as unique as possible, she sources exclusive labels at value prices.

Since taking part in ACORNS, Denise has grown more confident in making key decisions about the business. She found the programme to be eye-opening and credits the programme with helping her to focus on important issues.

Three years after opening her first shop, she has just opened the doors to another brand-new boutique called Earls & Pearls in Adare, Co. Limerick selling the same high-quality clothing as Divas & Dudes.

With three staff working across both stores, Denise plans to keep on building the business, and to launch an online shop within the next six months.