

## Louise Egan

### *I-SPY Clothing*



#### CONTACT DETAILS

T: +353 85 1552870

E: [hi@i-spy.ie](mailto:hi@i-spy.ie)

W: [www.i-spy.ie](http://www.i-spy.ie)

Facebook: [@theispyteam](https://www.facebook.com/theispyteam)



Sitting the Leaving Certificate and setting up a new business are two extremely stressful experiences – but Louise Egan has managed to do both in the past year.

Louise was in fact carrying out her transition year work experience at branding agency, The Pudding, when inspiration hit to create her own business based on her interest in camogie and her mother's experience as a yoga teacher.

In June 2016, Louise and her mother Paulette officially launched I-SPY Clothing and, less than six months later, they claimed the top prize at Limerick's Startup Weekend. In that short space of time, I-SPY Clothing has grown to include seven team members and has big plans for the future.

Quality has always been a main priority for I-SPY Clothing. Their focus was on creating clothing that was fit for purpose after they noticed that most of the sports wear available in Ireland was see-through and some rode up during exercise.

I-SPY, which stands for I-Sports Yoga, was the first Irish yoga brand to be established and now the mother and daughter team are expanding to cover all corners of the sports market.

It's been a busy few years for Louise who was co-running the business while also attending school. At times, it was hard to stay focused, but her fellow ACORNS participants helped her stay motivated, and inspired her to keep improving during their monthly support group sessions.

Since completing her Leaving Cert in June, Louise plans to work on I-SPY Clothing full time with the aim of growing social media to drive sales and eventually reach an international market.