

Ann O'Reilly

Zobi



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After a break of 15 years from making bespoke bridal and evening wear, Ann O'Reilly returned to work in 2016 to set up her own business working with renowned and up-and-coming Irish designers.

Since setting up Zobi —formerly known as Design Studio—she has collaborated with French designer, Delphine Grandjouan and Ronan Hanna in Donegal Tweed.

One of her earliest collaborations was with fellow ACORNS participant, Siobhan Quinn, who Ann worked with to create the first collection of Siobhan's Irish tweed and silk capes.

She also works closely with Eddie Shanahan, a fashion retail consultant, working with designers who need sample production and final production runs.

Ann is no stranger to the world of fashion, having obtained a diploma in fashion from the Grafton Academy in the 1980s. She has years of experience working in this industry with designers on their collections.

When her daughter, Aine O'Reilly, came on board as a joint business partner in May 2018, they rebranded the company as Zobi.

Together, Ann and Aine have expanded the business's offering with a unique design consultancy package. Designers can choose the services they need for their collection, which include: creative collaboration, pattern making, grading, sample production and made-to-order production runs.

Zobi also runs advanced sewing/tailoring workshops.

ACORNS was a very positive experience for Ann and she still regularly meets with her fellow participants.

Working from their studio in Aughnaclyffe, Co Longford, Ann and Aine are in the process of launching a new website and are continuing to expand Zobi.

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