

Louise Egan

I-SPY Clothing



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Sitting the Leaving Certificate and setting up a new business are two extremely stressful experiences – but Louise Egan managed to do both at the same time.

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 clothing 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 from home in Clonlara, Co Clare while also attending school. However, she found being part of ACORNS an inspiring and uplifting experience, which helped her to stay focused and strive to bring her business to new levels.

Now a second-year business student in UL, Louise continues to grow her business. Since joining ACORNS she has expanded I-SPY's reach to include an international market, and has shipped her clothing to nine different countries.

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