

Samantha Stuart

Pretty Bowtique



CONTACT DETAILS

T: + 353 87 9206004

E: info@prettybowtique.ie

www.facebook.com/prettybowtiquebows/

www.prettybowtique.ie



After working in the insurance industry for 12 years, Samantha Stuart embarked on a creative career in 2017 when she founded Pretty Bowtique after having her third child.

Samantha, who had studied art in college, was always making things for her children, from christening gowns to handmade hair accessories, and when people started asking where they could get them, she spotted a business opportunity.

She set up a home studio in Carrick-on-Suir, Co Tipperary and did a start your own business course with LEO before a friend recommended ACORNS. Samantha found that the monthly ACORNS meetings helped her to set and meet targets and step outside her comfort zone. Being around like-minded women who were dedicated to building careers from their small businesses inspired her to push on with her venture.

Business developments have come thick and fast for Samantha in a short space of time. From being what she describes as a very small start-up, Pretty Bowtique now attracts customers to her website from all over Ireland as well as from America, Australia and the UK. Her products, which include handmade bows, hairclips and headbands, are stocked in four shops and she is also contacted directly by customers seeking customised pieces.

Samantha traded at the Pregnancy & Baby Fair in the RDS in April, and she now spends a lot of her time attending festivals and fairs throughout Ireland. She is currently working on a new product line after being invited to a trade showcase in January 2019 by LEO.

Pretty Bowtique has one part-time employee and is looking into hiring someone on a full-time basis.

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



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