

Gillian Elliffe

Rúna Care Wear



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Rúna
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When Gillian Elliffe had her first child, she noticed how hard it was to find functional and stylish baby bibs.

But it was only when she was on baby number two that she decided to turn the problem into an opportunity, designing her own baby bibs from which evolved her company, Rúna Care Wear.

Based in Gillian's hometown of Newbridge, Co Kildare, Rúna Care Wear is an online retailer of children's protective clothing from baby bibs, chefs' hats and aprons to UV swimwear and rain gear.

When Gillian returned to work, she concentrated on the business at night. Once she found the right manufacturers, she began designing her products. It took her around one year from first thoughts to launch.

Unfortunately, Gillian — who had previously worked as a corporate banking in Dublin for 12 years — was made redundant in March 2017 but it didn't stop her plans to launch that July.

Her business has evolved to include a wide range of items — including larger bibs for children and adults with special needs — with plans to add more. Gillian rebranded in April 2018 from Rúna Baby to allow her to grow and become a 'one-stop shop' for protective wear for children of all ages.

Gillian says that the support and advice she received from ACORNS gave her the confidence to rebrand and change direction. Working between home and her warehouse, while raising three young children, has been challenging but when all children are in school next year, her focus is on expansion.

Her medium-term goals are to source a larger premises and hire someone to free her up to grow the business.

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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