

## Tara Lane

### *Centre Piece Rosettes*



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Tara Lane can't even recall her first time on a pony.

Her family are imbedded in the sector. Horses and everything that goes with them is part of her DNA.

A trained sports massage therapist, Tara first set up Essential Therapy before selling it. Her first venture into Equestrian-related business was Curvy Fillies, which she set up in 2009, providing riding wear for 'fuller-figured ladies'. She would end up selling the company to her sister, Caroline.

To further cement her business credentials, Tara studied marketing, sales and public relations and went on to work in the area of events with the Kildare Chamber of Commerce.

In March 2016, she set up Centre Piece Rosettes in Kilcock, Co Kildare using her extensive list of contacts to gain a foothold in the expanding sector. Now Centre Piece Rosettes is the second largest company supplying rosettes in the country.

The company service suppliers in Ireland, the UK, across Europe and even China where dog shows are very popular. While the horse-riding sector is their main focus, she also supplies to agricultural shows and many groups are using their high-quality rosettes to reward community and social qualifications.

Tara was delighted to be awarded the Dublin Horse Show contract for 2020 but in light of COVID-19 the event was cancelled, however, she is hoping that the event will go ahead in 2021. She has recently started an Equestrian Business Network and has put together a booklet of equestrian businesses in Ireland.

Through her involvement with ACORNS, Tara says she's been able to focus more closely on individual segments of her business.

She said that it has allowed her, with the help of others, to lay solid foundations for growing her business to realise her vision of becoming Ireland's number one rosettes providers.

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



An Roinn Talmhaíochta,  
Bia agus Mara  
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