

Triona Spellman

Darcybow



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Triona Spellman has always been obsessed with clothes – dresses to be more specific. From a young age, she knew what she liked and was particularly interested in the colours, the fabric and where the ribbons were placed.

As a member of an international airline long-haul cabin crew, Triona had the opportunity to regularly explore the local garment districts around the world and this re-ignited her passion.

She began designing one-off pieces as gifts for daughters of friends and family and, in February 2017, Darcybow was born. Triona spent the first 18 months developing her designs, selling directly and testing the market. In the winter of 2018, Darcybow was officially launched to the public.

Triona designs and creates from her home in Gorey, Co Wexford where she lives with her husband and their three sons.

Through ACORNS, Triona has gained new stockists and initiated a new collaboration to launch a Communion dress range in collaboration with two other ACORNS participants.

Darcybow is now stocked in 10 Irish stores, and one English store, as well as large US online store The Tot. Triona's timeless collection of handmade dresses and capes for girls aged 1-8 years is also available on her website – darcybow.ie.

With her creations gaining international attention, Triona has big plans for her clothing line and is looking into hiring next year to help grow the brand in the right direction.

She is also in the process of developing an illustrated storybook for children, incorporating Darcybow dresses to play on the whimsical and nostalgic inspiration behind the luxurious creations.

