

## Áine Breen

### *Liwu Jewellery*



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After moving to China in 2011, Áine Breen immersed herself in the local culture never knowing it would eventually lead her to setting up a business back home in Wexford.

While taking a course in the ancient Chinese visual art of calligraphy, Áine became moved by the symbol for love. Its beauty as well as its meaning ‘life to the heart, grace to the body’ inspired her and she began to imagine what it would look like on a necklace.

Taking out her sketchbook, she worked on several designs that would later become the collection for Liwu Jewellery.

When Áine and her husband moved back home to Gorey in 2014, she combined her work — as an accountant — with her passion and starting silversmithing classes.

A year later, Liwu Jewellery with Meaning, meaning ‘gift’, was ready to launch. Áine continues to be inspired by ancient symbolism from around the world including Ireland. The brand aims to bring the magic and power of symbols to life through delicate and timeless jewellery. Each piece is sustainably Made in Ireland. Since 2020, all packaging is made from 100% recycled materials and is bio-degradable. Liwu was awarded “Best Sustainable Jewellery Brand – Republic Of Ireland” by Corporate Vision Global Business Awards.

Stocked in 12 stores around Ireland, her jewellery is also available on her website. The support she got from ACORNS helped her focus on her priorities and since leaving her job as an accountant in May 2017, the brand has gone from strength to strength.

In March 2018, Liwu Jewellery was included in the ‘Everyone Wins’ gift bags for Oscar nominees. This contributed to brand recognition around the world and sales to key markets, such as the USA and beyond, continue to grow.

Now a team of two, Liwu Jewellery is focused on growing its e-commerce business internationally, while maintaining excellent working relationships with their stockists here in Ireland.

***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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