ACORNS
Accelerating the **C**reation **O**f
Rural **N**ascent **S**tart-ups

Andrea Mears
Andrea Mears Jewellery

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ANDREA MEARS

Andrea Mears has always been passionate about high quality and sustainable jewellery. Inspired by the slow fashion movement, and designs that are not trend-driven, she has launched her own collection of delicate jewellery and turned it into a business.

Andrea worked in graphic and digital design before setting up her own business in 2017. Her experience in design gave her the skills to design jewellery in 3D software.

Her own creations are inspired by mythology and spirituality with a modern aesthetic, and her process embraces the rich Irish heritage of handmade to the highest standards.

Based in Annacotty, Co Limerick, Andrea started the business from home and learned how to 3D print her prototypes in Limerick's Fab Lab. She then started blending modern design techniques with more traditional silversmithing.

All her designs are a blend of geometric patterns, esoteric ideas, and that sense of magic that is just below the surface of everyday moments.

Meeting other female entrepreneurs, and networking with a variety of businesses through ACORNS, gave Andrea honest and interesting perspectives on the challenges businesses face.

In January 2020, Andrea was selected by Limerick LEO to attend the RDS Showcase where she secured new stockists around the country. She is currently stocked in design shops in Galway and Limerick and later this year, she will have a new collection coming to Dublin. Her jewellery has also been featured in IMAGE magazine and Irish Country Magazine.

While she is currently running the business alone, Andrea plans to employ staff in 2021, continue growing sales on her website and increase awareness of her brand.

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
Department of Agriculture, Food and the Marine