

Denise Hofler

H&H Design & Detail



CONTACT DETAILS

T: +353 68 44665
E: hhdesigndetail@gmail.com
Facebook: @hoflerdenise
www.hhdesigndetail.com



Denise Hofler was working behind the scenes on a new design company when Covid gave her the final push to launch.

Her husband's travel business was put on the back burner because of the pandemic so they joined forces to create H&H Design & Detail.

Denise and John — who worked as a carpenter when he was a boy in his grandfather's workshop — started by putting together a range of high-end, luxury wooden gifts.

All items are made using handpicked, high grades of timber in a purpose-build workshop at their home in Brosna in North Kerry and the company is committed to sustainable forestry.

Their first sale was family crest serving boards for Dingle Crystal in August 2020. They then started selling their bespoke, personalised creations on a range of Irish shopping websites.

In March 2021, H&H launched its new website directly selling its custom-made pieces across the world.

Originally from Limerick, Denise has a strong background in design, having worked in a print and design company for 16 years before moving to John's home village of Brosna.

Denise continued to work in design before joining Enterprise Ireland's New Frontiers Programme — all while raising three children, including a young baby.

While she had an insight into running a business from her time at the Limerick firm, she found it hard not having team members to bounce ideas off. This is why ACORNS was so helpful; access to group of female entrepreneurs in a similar position who were enthusiastically sharing and discussing ideas.

Plans for the future include increased marketing to the international market, especially the US, extending the workshop and hiring a new employee.

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,
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