

Faye Anna Rochford

FéRí



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Faye Anna Rochford's love of creativity and design was fostered from an early age, surrounded by antiques and re-purposed furniture on her family farm in Cleariestown Co. Wexford. She loved experimenting with different textures and textiles. Adapting and upcycling old garments was particularly exciting to her.

She graduated with a BA degree in Fashion Design from the National College of Art and Design (NCAD) in 2009 and gained high-profile experience with Diane Von Fürstenberg in New York and Philip Tracey in London.

She spent time at ethical fashion initiative Re-dress in Dublin before moving to Paris, with her then boyfriend (now husband), to work with Andrea Crews. Returning to Dublin, Faye Anna worked for four years as a designer with Primark before travelling and then spending four years in Philadelphia as a designer at Free People.

In 2018, when expecting their first child, the couple decided to return to Wexford, where Faye Anna planned to establish her own fashion business. After a Start Your Own Business course, she registered FéRí. In March 2020, she started trading from her studio beside her home on the Cleariestown farm.

Sustainability is in FéRí's roots. All products are made from either pre-existing fabrics or natural and organic new materials. Made in small batches in Ireland and India, all designs are hand painted or drawn by Faye Anna.

Her designs received many celebrity endorsements, including from Amy Huberman and Laura Whitmore, and are featured on ethical fashion platform Wolf & Badger.

The support from fellow ACORNS participants helped Faye Anna develop ideas for her business. Her Lead Entrepreneur helped the group solve business issues and encouraged them during the pandemic. Faye Anna is expanding her product range and developing wholesale products for the UK market. She is exploring moving into wholesale in Ireland, as well as hiring more people and expanding her studio – all while continuing to improve her sustainability credentials.

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