

Ali Gibbons

Lou & Belle



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Ali Gibbons' childhood dream was to have her own shop. After a decade of working in the corporate world, she finally took the plunge to make her dream a reality.

Responding to a gap in the market, which she spotted following the birth of her two baby girls, Ali launched Lou & Belle in September 2019. An online store, it sells a carefully chosen selection of children's clothing, interiors, toys and keepsakes.

Based in Greystones, Co Wicklow, the name Lou & Belle is inspired by Ali's mother's fond nicknames for her two granddaughters: Lily 'Lou' and Stella 'Belle'.

Ali is passionate about sharing brands that are unique, beautifully designed and have an eco-friendly sustainable approach to materials and production. These are timeless items, which make the perfect gift and can be passed on to future generations. As well as gifts for babies, Ali stocks a range of unique products for mothers.

Having a team to share ideas and problems with through ACORNS was a brilliant experience for Ali and taking part in the programme helped her to set and meet goals for Lou & Belle. This included launching a pop-up shop for the business in December 2020.

While the Covid-19 pandemic delayed plans to open a physical store in 2020, Ali has enjoyed success with her online store and her pop-up shop was a great success. In May 2021, she opened the doors for the first time to Lou & Belle's physical store, just off the main street in Greystones. Her plan now is to continue with the online store and employ staff for the shop in the next year.

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
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