

Clare Tully

Jackanory



CONTACT DETAILS

T: +353 87 323 3554
E: hello@jackanory.ie
Instagram: jackanory.ie
www.jackanory.ie



Previously, Clare worked as a Real Estate Strategist for a Tech company in Palo Alto, California, but after her son was born in 2017, she decided to quit her job and move home to Ireland.

Clare was inspired to create Jackanory, an online children's boutique in June 2018 after researching and testing out brands and products on her son. Clare runs the online shop, which stocks clothing, accessories, gifts and essentials for babies and toddlers, from her home in Navan, Co Meath.

As a mum of two, Clare knows that parents want to buy the best for their children and get value for money. All of the products and brands at Jackanory are tried and tested by Clare and her children (three-year-old Jack and one-year-old Ada).

As this was Clare's first entrepreneurial experience, the support of the ACORNS team gave her the confidence to pursue goals that seemed out of reach and helped transform her business.

Jackanory has just entered its third year and recently expanded its online offerings to include a larger range of items, such as skincare, decor and gift boxes for babies and toddlers. Many of the items available via Jackanory are Irish and women-owned brands, with a focus on sustainability.

Clare has lots of big plans in the pipeline, but the next step for Jackanory is to move to a warehouse and outsource order fulfillment.

Once this is set up, Clare aims to increase her sales in the Irish market, and to expand further into the UK, EU, United States and Australia, while continuing to increase the product lines. She also hopes to begin developing her own brand of Jackanory products in the near future.

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