

Feena McBride

The Arty Fox



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Feena McBride, from the village of Kilmacrennan in Co Donegal, found inspiration from the Covid-19 pandemic to start her business, The Arty Fox, in November 2020.

A primary school teacher and mother of four children, Feena creates craft boxes for children of primary school age that encourage them to use their own imagination and create art of which they can be proud.

Feena says that her experience as a teacher and mother came together with her love of art when she saw an opportunity to create a way for parents to entertain their children during lockdowns.

Now on a career break from teaching, Feena started The Arty Fox with a Facebook page and a website that she built herself. She launched it with two products – a Christmas Card Box and a Get Crafty Box.

Feena has since created a number of seasonal and holiday-related craft products. She has also added workshops to the brand after seeing a demand for them.

As well as Feena, The Arty Fox has two part-time employees. Her biggest business milestone to date was getting the opportunity for The Arty Fox to be featured on the Late Late Toy Show in 2021. She says this gave validation to the brand and opened up a whole new set of customers.

Feena found that the supportive atmosphere in ACORNS created by Lead Entrepreneur, Larissa Feeney of Accountant Online, helped the participants to navigate the highs and lows of running a business.

She plans to be exporting to the UK and Europe within 18 months. Feena also wants to increase the number of retail outlets in Ireland that stock her products, to work on the sustainability of the range, and to form a collaboration with a charity or children's hospital.

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