

## Nell Stritch

### *Pressed Flowers by Nell*

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Pressed Flowers by Nell started with founder Nell Stritch making her wares at her kitchen table. But while online sales were strong in those early stages, she knew there was no substitute for high-street footfall.

Now ensconced in her own retail premises on Roches Street in Limerick City Centre, with one full-time staff member and another part-time working alongside her, she feels the firm has established itself on the city's retail scene, following its opening in October 2019.

The daughter of a florist from Clonlara, Co. Clare, Nell worked in the family business from a young age. Indeed, she first learned to press flowers from her grandmother and noticed a glaring gap in the market after fielding countless calls from customers asking to have flower arrangements pressed and framed.

She now presses flowers for any occasion – the most common request is for bridal bouquets – but has made efforts to expand her offering in recent times to include her own artworks, fine art prints, bookmarks and greeting cards. All of these products are available at her store and online via the website.

She is delighted to have reached a point in which her business serves as an employer and is hopeful that she can add a further two full-time roles in the next 12 months, while also developing plans for a Christmas pop-up shop.

“A major milestone for me was taking part in the ACORNS programme,” she says.

“It was fantastic to meet a network of women similarly focused on where they wanted to go and how they were going to get there. As a creative, you can have a million ideas written down here and there, but it was great to see everything broken down and structured in such a professional and organised way.”

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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