

Sacha Ben Elmansour

Zizo



CONTACT DETAILS

T: + 353 85 736 8845
E: info@zizo.ie
Instagram: zizo__kids
www.zizo.ie

Zizo

Originally from Kilmeaden, Co Waterford, Sacha Ben Elmansour chose Dunmore East as the ideal location to start her business and raise her family, after returning from a seven-year stint in Malta, where she worked in data analytics.

Sacha moved back to Ireland at the start of the pandemic in 2020, after the birth of her son. In March 2021, she founded Zizo, a luxury lifestyle clothing brand that produces planet-based cosy essentials for coastal living. Planet-based means that safeguarding the environment is prioritised throughout the production process.

Sacha became more conscious about the environment after the birth of her son. This led to her looking at her family's clothing choices in terms of fabrics and how they were produced. This greater awareness resulted in Sacha creating her own designs and getting them printed by an eco clothing company.

Feedback was very positive, and she started selling her clothing on demand through Instagram. Zizo still works on a print-on-demand basis to avoid unnecessary waste. The company produces a wide range of gender-neutral sustainable clothing for everyone from new born babies to adults.

Sacha works with partner facilities in Ireland and India, with all clothing produced in solar-powered facilities and everyone receiving a fair wage. All fabrics are certified organic. The cotton provided by partner facilities is grown with recycled rainwater and without chemicals or pesticides.

Her clothing ranges are available on her website, through Instagram and at Arnotts – in a pop-up collaboration with Pat Kane of Dublin eco shop, Reuzi.

Sacha found that ACORNS helped her to become more structured and focused. She says the support the participants gave each other was very beneficial in helping to grow their businesses.

Her plans for the near future include introducing Zizo pop-up shops in Ireland and the UK and further expanding her clothing collections.

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