

Caroline Cullen

The Roots of Ireland



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Caroline Cullen and her husband Steve always had a yearning to set up a business conducive to family life and to their shared love of nature.

That yearning was fulfilled in January 2020, when Caroline, who is originally from Cork but based in her husband's home town of Leixlip, Co Kildare, set up The Roots of Ireland, which produces contemporary handcrafted sterling silver jewellery.

The couple, who have two small children, wanted to create jewellery that would be a tangible reminder of our connection to nature.

Their jewellery is based on elements of nature taken from across Ireland. To create their designs, they take twigs or leaves and other organic matter, and cover them with up to 13 layers of silver paste before placing them in a kiln, which burns away the original organic matter – leaving a silver representation of the original piece.

The Irish Native Woodland Trust, which is dedicated to the preservation and restoration of Ireland's ancient woodlands, receives donations for jewellery sold from The Roots of Ireland's 'Woodlands Collection'.

Their collection is now available through Blarney Woollen Mills, Bunratty Woollen Mills and other Irish retailers as well as through their own online shop. They export to customers around the world and have recently formed relationships with retailers in the United States.

Caroline found that being an ACORNS participant helped to make her accountable for business developments, and having support and feedback from fellow entrepreneurs, and their Lead Entrepreneur Eimer Hannon, was invaluable.

Caroline's plans for the future include growing exports to those abroad with a connection to and love of Ireland and developing their collections of Irish nature-inspired jewellery beginning with a men's range and a contemporary wedding collection.

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