

Anna Dobson

Tweed in the Valley



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Anna Dobson founded the Irish fashion brand Love Mo Chuisle in November 2017. Her three children were her inspiration for the name which translates to “Love My Darlings” which is what she calls her three small boys to this day.

The business was established after changes in her personal circumstances led to a stint in the North West where the Fashion and Textiles graduate fell in love with Donegal tweed.

Formerly a fashion house manager in Dublin and the UK, Anna decided to return to her charming home village of Avoca, Co. Wicklow to dedicate herself to her very own Irish Tweed fashion brand.

As a lover of tradition, the designer has enjoyed the opportunity to be more hands-on in the creation of her clothing items. These include cut-panelled coats, hooded capes, dresses and colourful accessories for girls and women, and matching waistcoats, ties and bow-ties for boys and men.

An expert sewer with an imagination that intertwines tradition and innovation, Anna joined ACORNS in October 2018 and credits the programme with offering her an objective support system to help her achieve her goals.

One goal which Anna accomplished with this help was the opening of her retail store – Tweed in the Valley – on Gorey’s main street in August 2019. Tweed in the Valley sells authentic Irish gifts and clothing and showcases the unique talents of local artists, designers and craftsmen including a number of her ACORNS colleagues. In 2020, Anna rebranded Love Mo Chuisle to Tweed in the Valley.

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