

## Bernie Murphy

*Bernie Murphy Irish Designer*



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The rugged Atlantic Coastline of Donegal has always acted as an inspiration for Bernie Murphy.

When she sits down to design her 100% Irish made luxury garments, she can hear, smell and sense her surroundings and tries to transfer that authentic perspective to every piece of work she creates.

Bernie's first job was in the then buoyant textile industry in the North West.

She trained in patternmaking and worked through the '80s and '90s but then, in 2006, when the Fruit of the Loom operation closed in Bunrana, she had to make a decision.

Bernie's daughter was studying textiles and she found herself drawn to it. She went up to the North West Regional College, and took on a two-year course in Fashion and Textiles. Then she went to Belfast to complete a top-up degree, a BA in Fine and Applied Art from the University of Ulster.

She started to design her own clothing and took on a course with the Local Enterprise Office (LEO) and The Design & Crafts Council of Ireland in Letterkenny.

And gradually, using a contemporary and innovative approach to handcrafted fashion design, a unique collection evolved.

Based in Bunrana, Bernie says the ACORNS programme has been important to help her turn all the positive PR she is getting into sales.

There were eight in Bernie's group - six from Donegal and two from Sligo - and they have formed a bond with each other. Bernie says it's wonderful to be able to sit, talk, learn and look at the business with fresh eyes. The ACORNS programme has helped keep her energised and find solutions.

*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  
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