

## Nora Irwin

*Arona*



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Having spent over 20 years in the mobile communications trade Nora decided to follow her dream in 2018 and launch a fragrance line. She grew up surrounded by beautiful scents and has spent her whole life intrigued by perfume.

One of her family members worked as a fragrance designer and Nora enjoyed exploring the world of aroma. Taking this passion for fragrance with her throughout life, Nora eventually followed her dream and went to London to study the art of fragrance.

Combined with her interest in nature and commitment to sustainability and eco-friendly products, a seed of a business was planted and has been growing ever since.

Based from her home in Youghal, Co Cork, Nora set up Arona in February 2018 and commenced trading online in 2020.

Arona is an Irish premium solid perfume, made using organic beeswax and pure natural essential oils. The perfumes are 100% natural, mood enhancing and environmentally friendly. They are also alcohol and synthetic free and are presented in stylish eco capsules.

The perfumes were first unveiled at Showcase in the RDS in January 2020 and featured on RTE's Nationwide the following month. The online store was also launched in February 2020 and the perfumes have been growing in popularity since then.

Speaking about her experience with ACORNS, Nora said she was surrounded by a great group of ladies who genuinely wanted to help each other to flourish, and she is still in regular contact with many of her fellow participants.

Nora is currently working on her new range of products and plans to move into a new premises soon. In the near future, Nora plans to hire some staff and to research the possibility of exporting her perfumes abroad.

*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