

## Fiona Fahy

### *Feed Me Mother*



#### CONTACT DETAILS

T: 087 4393156

E: [fiona@feedmemother.ie](mailto:fiona@feedmemother.ie)

Instagram: [@feed.me.mother](https://www.instagram.com/feed.me.mother)

W: [www.feedmemother.ie](http://www.feedmemother.ie)



It was after Fiona Fahy had her first child that she recognised the need for fashionable, fitting, and functional clothing for new mothers hoping to breastfeed.

“There are maternity clothes with a breastfeeding function, but women don’t want to continue wearing maternity after they’ve had their baby. I wanted something aesthetically nice and breast-feeding friendly. There was nothing like that in high-street shops,” says Fiona.

The former TV producer responded to this glaring gap in the market by setting up sustainable breastfeeding clothing company Feed Me Mother, which she runs from her home in Dungarvan, Co. Waterford.

“I’ve been selling online since I launched the company in November 2021. I’m passionate about increasing breastfeeding rates in Ireland and if women feel comfortable breastfeeding while out, it will become more normalised,” adds the mother-of-two.

While Fiona is Feed Me Mother’s sole employee, she hopes that a move to selling her wares in retail stores will help grow the business in terms of visibility and personnel.

She continues: “I’ve had some good wins in recent times. A grant from my Local Enterprise Office in Dungarvan helped me upgrade my website and invest in Google adverts. Still, word of mouth is a big driver of sales. Many of my customers are people who previously received a Feed Me Mother item as a gift so that’s a huge vote of confidence.”

Fiona credits ACORNS with helping her correct fundamental problems with her business which, if allowed to fester, could have undermined its viability.

“The ACORNS roundtables helped me realise that the base price for my products was too high to get into the wholesale market, and to reduce my base price I had to revamp my manufacturing process. I’ve since done that,” she says.

“This year I’ll be attending industry events that I didn’t last year because I knew my price was too high. Now I have laid solid foundations, I can start to really build the business.”

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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