

## Fiona Lynch

*Almond Rose Designs –  
Pawsome Pet Cards*



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Fiona Lynch, from Clogherhead, Co Louth, set up Almond Rose Designs in a home studio in November 2022 after leaving her job as a graphic designer in a large financial services firm for 25 years.

This decision came about after the pandemic made her realise that she wanted to bring her design skills to bear on work she found more fulfilling and joyful.

Fiona loves the way animals communicate with us on a daily basis, so she created a large range of pet cards to celebrate all of life's big and little occasions. She is assisted in the business by her Inspiration Manager Lexie, a four-year-old collie, and one-year-old collie Leia, her Junior Creative Assistant.

All the cards are designed in-house and printed in Ireland using eco-friendly inks on FSC-certified paper. The business is targeted at pet businesses and pet lovers and also does corporate branding.

To get the company up and running, Fiona did a start your own business course with Louth LEO and participated in a six-month programme called Creative Conversations, a gathering of creative businesses from Louth, Monaghan and Cavan.

Almond Rose Designs was selected by Louth LEO to take part in the emerging Irish business section at Showcase Ireland 2024 which led to Fiona getting her cards into a number of retailers and animal-related tourist attractions. She also sells the cards directly through her website.

Fiona describes the ACORNS programme as a very positive experience because of the opportunity to learn from Lead Entrepreneur Anne Reilly about how she built her business, and because of the support that participants on the programme gave each other.

Her plans for the company include creating more retail opportunities and increasing the personalised cards share of the market with a view to becoming the best-known pet card business in Ireland.

***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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