

Audrey Cashman

My Palm Co



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Hair stylist Audrey Cashman launched My Palm Co, a luxury hair tool and kit company, from her home in Cork City in April 2024.

Audrey was inspired to set up the online retailer after noticing that stylists typically operate with a collection of leading products from many individual brands. With My Palm Co, the Londoner has developed a series of best-in-class hair products under a single brand name, including combs, hair brushes, section clips, and hair scrunchies.

“The idea first came to me in 2018 but it wasn’t until after the Covid-19 pandemic that I felt I had the capacity to work on it,” says Audrey.

Product development has been underpinned by Audrey’s experiences as the owner of Upstyle Junkie, a personal styling and training service for hairdressers. “I simplify styling hair for hairdressers. I want them to understand how hair works and how products can help them achieve the desired effect,” says Audrey, adding that My Palm Co is launching two new products this summer followed by another one in the autumn.

She continues: “Ultimately, we hope to stock our products with high street retailers and also to sell internationally, whether that’s the UK or elsewhere. That’s our goal.”

Audrey admits to feeling shocked when she was accepted into the ACORNS programme, but says her participation came at the perfect time for the development of the business.

“The opportunity to join ACORNS arose at a time when everything was just coming together – from manufacturing to the website launch and more. The peer-to-peer support and the support of my lead entrepreneur got me through all that. It would have been quite a daunting thing to do by yourself. The other women gave the extra push I needed,” she says.

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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