

Ellen Madden

Down the Floral Path



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Ellen Madden studied to become a florist in Paris before returning to her home in Longford town to set up Down the Floral Path, her wedding and events floral service.

Initially, Ellen went to Paris to work as an au pair, but she was enticed to study floristry after seeing the beautiful flower arrangements in the abundance of flower shops across Paris.

So, she did a three-year course alongside an apprenticeship in a flower shop. She returned home in July 2020 because she felt she would have more creative and personal freedom if she worked for herself, and it would be easier to set up a business in Ireland.

Getting up and running was somewhat delayed by the pandemic, but she started trading in April 2021 by providing the floral service at the weddings of some friends and family members.

She then started creating content on social media – mainly Instagram – to showcase her bespoke individual designs, and the business grew from there.

Down the Floral Path is now in its third wedding season and Ellen is operating at her maximum capacity. Earlier this year, one of the weddings she did was featured in Image magazine.

Ellen says that the ACORNS programme dispelled the sense of being overwhelmed about what to do with her business and how to go about doing it. She says that having tasks to do before each monthly meeting helped her to focus on specific areas and talking through issues with the other participants was very beneficial.

Her plan for Down the Floral Path is to make it one of the leading sustainable wedding florists in the industry and to define her ideal client base rather than trying to cater for everyone.

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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