

Grainne Dunne

Motly Designs



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Grainne Dunne set up her business at her home in the village of Redhills, Co Cavan, in July 2022. A graphic designer who still works in product design in the tech industry, Grainne was inspired to start Motly Designs after her son's birth when she wanted to decorate his room with personalised artwork.

Everything Grainne found online was either expensive or of poor quality, so she decided to create the artwork herself. When friends and family members saw the finished room, they started to place orders, and the business has grown organically ever since.

Motly Designs creates personalised illustrative products for babies and children. Customers select from a list of themes on Motly Designs' website and provide the child's name. As well as the personalisation range, she also has a range of wall stickers, which are removable and won't damage the wall surface.

Grainne grows her product line through feedback from her 13,500 Instagram followers. She has 45 products on the website, and the range is continuing to grow.

A two-page feature in Stellar magazine in 2023 and interest from a number of social media influencers have also helped to grow sales and brand awareness.

Grainne recently created a range of non-personalised products suitable for retail and will be approaching retailers this autumn.

She says one of the best pieces of advice she received while on the ACORNS programme was to figure out how to work on the business and not in the business. Through ACORNS feedback she figured out how to automate aspects of the operation to free her up to grow Motly Designs.

Grainne intends for Motly Designs to become the go-to brand in Ireland and beyond for child and baby products. She plans to extend her range of products and to create products for all age ranges of children.

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