

Sara Ross

FiorSó



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FIORSÓ

Sara Ross had been working as a lawyer when her daughter was diagnosed with a serious illness in 2018. After some time – the end of which saw her daughter on the road to recovery Sara decided that life was too short for dispassionate pursuits so she set up her jewellery brand, FiorSó, in 2021.

“I’d always made jewellery as a hobby. I never thought to sell any of it but when I came to set up the business, I found there was a real appetite for my kind of aesthetics,” she says.

Sara is from the North East of England but lives in her husband’s home county of Kerry, in the village of Kilflynn between Listowel and Tralee. She operates FiorSó from her studio where she makes statement jewellery inspired by the Art Deco and Art Nouveau influences in London, Paris and Shanghai – where Sara lived and worked for many years.

FiorSó sells primarily online via its website and has gained a loyal following with customers all over the world. The company has also been selected 3 years in a row to be stocked in Brown Thomas on Dublin’s Grafton Street over the summer months. This year, Sara saw her profile raised even further after the cast of Operation Mincemeat wore her jewellery on stage when they won Best New Musical at the Olivier Awards in London, and country music star Lainey Wilson wore a pair of FiorSó earrings at the Country Music Awards in Nashville. “It’s such a thrill to see something I’ve made on TV in front of millions of people! I feel so lucky to be able to do something I love as a job” says Sara, whose business was this year named Contemporary Jewellery Company of the Year at the EU Business News Irish Enterprise Awards 2024. Sara hails ACORNS for putting her in touch with a network of female entrepreneurs facing similar challenges. “It can be quite lonely setting up a business, especially with a family and trying to juggle responsibilities. Having other women as a sounding board was invaluable,” 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.



An Roinn Talmhaíochta,
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