

Rachel Adams

The Little Fox



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Rachel Adams admits that feelings of burnout and listlessness were the primary factors driving her decision to leave her former career in the insurance industry and embark on her new adventure in the creative arts.

“The Covid-19 pandemic gave me a fresh perspective. I realised that I loved working from home, living in North Sligo,” she says.

“My sister’s wedding was in July 2022 and I started playing around with crafting. I upcycled a 100-year-old bike as a centrepiece for a flower arrangement and designed her table plan. From that, I discovered my creativity and realised that I might have the makings of a business.”

Rachel launched The Little Fox retail outlet for handmade upcycled gifts in September 2022. Since then, she has grown the business by doggedly touring local markets in the West of Ireland, selling her wares at 65 markets in 2023 alone, and has even pitched the company to The Apprentice, reaching the second interview stage of the UK TV production.

The Sligo native took part in the ninth instalment of ACORNS in 2023 and hails the programme as the driver in the business’s recent development.

“I’ve never identified myself as an entrepreneur but being around so many likeminded women in business, it makes you feel validated,” says Rachel, pointing to her snap decision to open her own Christmas market above a shop on O’Connell Street in Sligo as an example of how the group’s positive reinforcement has led to positive results for her business.

The Little Fox trades online but also occupies a unit in The Canopy shopping centre in Sligo. In January, Rachel will take part in Showcase Ireland 2025 at the RDS in Dublin. The event brings together local businesses from around Ireland with ambitions to enter the wholesale market. In the coming months, she also plans to start her own podcast on mental health and self-employment.

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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