

## Magda Seymour

*Pure Oskar*



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Magda Seymour, who lives in the village of Athgarvan in Co Kildare, came to Ireland on a short visit from her native Warsaw 20 years ago, but the visit became extended when she met her future husband.

Prior to the pandemic, Magda worked for a high-end travel company in Dublin for seven years. She loved her role managing the travel arrangements of celebrities such as Kim Kardashian, Harrison Ford and then White House Speaker Paul Ryan.

However, Covid-19 led to her hours being reduced to one day a week, and Magda decided to set up her own company, Pure Oskar, in October 2020.

Pure Oskar makes luxury, natural, handmade and sometimes quirky skincare products. Magda had no prior professional experience in the area, but had been making soaps as a hobby.

Working in luxury travel, Magda experienced first-hand the amount of waste there was in corporate gifting of generic, and usually unsustainable, gifts. Her aim for Pure Oskar was to create a completely sustainable and natural premium brand for corporate gifting.

Initially, however, corporate gifting was not an option because of the pandemic, so she sold her soaps online and made inroads in the wholesale market – her products are available in stores around Ireland, the US, Canada and Germany.

Five years later, Pure Oskar now specialises in bespoke soap shapes for corporate clients and brand collaborations. Most recently, Magda partnered with Guinness to create a custom-designed soap available exclusively at the Guinness Storehouse – a milestone that reflects the creativity and craftsmanship Pure Oskar is known for. Her plans include growing the corporate market and creating new soap shapes for her catalogue as well as exclusive shapes for her clients.

Magda says the ACORNS programme was marked by very honest and open chat between the participants who quickly became friends and shared their fears, experiences and failures while celebrating their wins.

