

Áine Breen

Lu & Mol

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LU & MOL

JEWELLERY AND GIFTS



Having moved back to Gorey from China, Áine Breen first participated in ACORNS in 2016, as she launched her new jewellery business – Liwu Jewellery.

The support she got from ACORNS helped her focus on her priorities and the brand has gone from strength to strength. As a result she had the confidence to leave her job as an accountant to focus full time on Liwu Jewellery. By 2017 the jewellery was stocked in 12 stores around Ireland, as well as being available on her website.

In March 2018, Liwu Jewellery was included in the 'Everyone Wins' gift bags for Oscar nominees. This contributed to brand recognition around the world and sales to key markets, such as the USA and beyond, continue to grow.

Liwu Jewellery continued to develop over the years and is renowned for blending minimalist contemporary style with ancient symbolism from Celtic heritage and beyond. Each piece is designed in Ireland and crafted from high-quality materials, making them timeless keepsakes.

Áine continued to innovate and in 2023 opened Lu & Mol Jewellery and Gifts. It has quickly become a must-visit destination for those seeking unique, meaningful, and beautifully crafted pieces. Located in the heart of Gorey, Co. Wexford, the store combines Áine's own award-winning brand, Liwu Jewellery, with a carefully curated selection of jewellery, gifts, and accessories from talented Irish and international designers.

The concept for Lu & Mol was born from Áine's long-held dream to create a space in her hometown, where her work could sit alongside other exceptional brands she has personally discovered and admired. "I wanted to bring together the best of Irish craftsmanship and design from around the world, all in one warm and welcoming space," says Áine.

Liwu's ethos of meaningful design sits at the heart of Lu & Mol, where customers can explore full collections alongside new, inspiring finds.

As Liwu Jewellery and Lu & Mol go from strength to strength, Áine has recently completed ACORNS Plus. "It helped me work on the business rather than in it. It provided a structure in which I could create a plan for growth by setting goals and an action plan for getting there."

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



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