

Karen Curtin

The Spectacles Chick



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THE SPECTACLES CHICK
Love What You See

Karen Curtin set up her business – The Spectacles Chick – at her home just outside Clonmel in Co Tipperary in May 2017.

The Spectacles Chick is a distributor of high-quality eyewear. Before starting the business, Karen had worked as an agent for a distributor in the eyewear industry and had brought brands including Saint Laurent, Calvin Klein and Marc Jacobs to the Irish market.

However, she was keen to become a distributor in her own right and to bring her extensive knowledge of eyewear design to customers across Ireland.

Having worked for large distributors, Karen felt that there was a gap in the market for a small company to provide glasses to smaller independent opticians with a focus on trust, customer service and a personal touch.

The Spectacles Chick distributes four brands – Bolle, Serengeti, Spy and Odda – to opticians, sailing and cycling shops and is growing its presence in the outdoor market.

This year has been significant for Karen as she launched a website for the company and hired a fulltime sales manager. Karen and her sales manager are both on the road five days a week visiting customers.

She says taking on a fulltime employee has been her biggest milestone to date and that the ACORNS programme helped her to have enough confidence in the business to hire someone. Seeing that the other entrepreneurs on the programme faced similar issues made her less anxious about taking big steps like hiring or developing her website. ACORNS also introduced her to the various business supports available to her through LEO.

Her plans for the future include signing up a fifth eyewear brand, growing the sports eyewear market and marketing her website.

