

Martha McCabe

Goose Loves



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Martha McCabe first tried her hand at knitting and sewing during the Covid-19 pandemic. Little did the Louth native know that her burgeoning interest would develop into a fully-fledged and successful business.

"I got into sewing after my mother lent me a sewing machine. The only thing I thought I could make was a neck warmer. I play a lot of golf, and I stand on a lot of sidelines while my two boys are playing sport, so I started making them," says Martha, who set up her business Goose Loves in 2022.

After rolling out a limited range of neck warmers at a Christmas market, she moved on to showcases at larger events like the National Ploughing Championships, Gifted at the RDS, and the Ballymaloe Craft Fair. She also received funding through her Local Enterprise Office to create a website which enabled her to trade online.

"My best seller is the fleece-lined neck warmer. I buy fabrics from Europe and try to pick patterns that are a bit different. Over time I've expanded the range. We now do scarves, headbands, and fleece-lined hats. I also do shrugs in the summer, all of which I make from a log cabin in the back garden of my home just outside Termonfeckin," says Martha.

"When I came into ACORNS, I wondered if I should go down the retail route, but I have decided to trade online and at markets for now. I've also made great connections with golf clubs and societies and have been commissioned to make neck warmers for their members, so that has opened my eyes to that as an avenue for growth."

Martha credits ACORNS with helping her to take a more measured approach to the development of her business. "It helped me understand where the company was at and how to slow down and not jump too far ahead too early," she adds.

