

Rebecca Hoban

Outwest Clothing



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OUTWEST

Rebecca Hoban had the idea for Outwest Clothing after the loss of her jacket during a hike in Dingle, Co. Kerry, led to a futile, weeks-long search for an adequate replacement. Indeed, it was only when her father suggested that she make her own that the entrepreneurial seed was planted in her mind.

After many years working in marketing and events for global companies and SMEs, the Kerry native launched the brand in 2022 with a collection consisting of a t-shirt, sweatshirt, and fleece – all made by ethical and environmentally-conscious manufacturers. In August 2022, she set up a bricks and mortar store in Dingle town to showcase her expanded range.

“In January 2024, we earned B Corp certification, which is granted to companies that meet high standards of environmental and social practice. It recognises our values of sustainability, responsibility and a commitment to doing business correctly and with the environment in mind,” says Rebecca, who has a degree in marketing and event management from Dublin Business School.

Nominated for the IMAGE Start-up of the Year Award 2024, Rebecca aims to turn Outwest into the best-selling, and most-recognisable, outdoor clothing brand in Ireland, one known for the durability and sustainability of its products.

She credits the ACORNS programme with helping her stay accountable to her goals and with connecting her to a network of likeminded female entrepreneurs.

“We met once a month for the roundtables and had the opportunity to share our experiences and set targets ahead of the next meeting. That was helpful because it forced you to work on the overall business strategy rather than just deal with the day-to-day issues,” she says.

“Although our businesses were different, we all had similar challenges, so it was incredibly valuable to have the support of my peers and the lead entrepreneur. I would recommend ACORNS to anyone looking to develop their business.”

