

Nell Stritch

Pressed Flowers by Nell

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Pressed Flowers by Nell started with founder Nell Stritch making her wares at her kitchen table, supporting early online orders but recognising the value of high-street presence. Now firmly established on Limerick's retail map, her centre on Roches Street continues to flourish following its launch in October 2019.

Daughter of a florist in Clonlara, Co. Clare, Nell began working in the family business from a young age. She inherited her passion for flower pressing from her grandmother and discovered a clear market need after numerous requests from customers asking for flower arrangements to be pressed and framed.

She now lovingly presses flowers for all occasions—bridal bouquets remain among the most popular. Her offerings have expanded to include original artworks, fine art prints, bookmarks, greeting cards, and seasonal dried flower collections, all available in-store, through stockists, and online.

Nell is delighted to have reached a point in which her business serves as an employer and has just brought on her fifth staff member and continues to create new roles to support expansion.

Nell has won numerous awards including Wedding Artist of the Year at the Brides of Munster Magazine Industry Awards 2023 and Creative Professional of the Year, Network Ireland Limerick. She was also named among KPMG's Top 100 Women to Watch in Ireland.

Pressed Flowers by Nell is now stocked in Arnotts and Brown Thomas, alongside Nell's own Limerick store and online platform. They launched a Rugby-inspired Fine Art collection in collaboration with the International Rugby Experience and featured at the Champions Green pop-up shop on Clarendon Street, Dublin.

Nell offers bespoke corporate gifting, creative team-building workshops, and continues to innovate with new products crafted sustainably.

A major milestone for Nell was participating in the ACORNS programme. "Meeting a network of like-minded and ambitious women was invaluable. As a creative, I often have countless ideas, but ACORNS helped me structure them strategically and professionally," she says.

