

Annemarie O'Brien

Honor & Bloom



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Annemarie O'Brien founded Honor & Bloom with the vision of creating something meaningful. Inspired by her own personal journey, she created the brand in hopes of making a positive difference in the lives of others through thoughtful tools centred around self-reflection, personal growth, and emotional wellbeing. The first product, the *You Are Enough - Guided Journal*, was created as a supportive resource to help individuals connect with themselves and their emotions on a daily basis, build self-awareness, and create positive daily practices.

The Kerry native emigrated to Boston in 2009, where she worked in Marketing and Design before continuing her career in the field as an expert freelancer. Throughout this time, a busy working lifestyle and unhealthy coping mechanisms masked long-standing struggles with confidence, self-esteem, and overwhelming anxiety.

This led Annemarie to begin her own wellbeing journey, where she discovered journaling as a powerful outlet for self-reflection. Through the practice, she developed a deeper understanding of her personal story, learned to better connect with her emotions, and began making more intentional and positive choices in her life.

Annemarie moved back to Ireland in 2019 and invested in her education by completing a course in Media Production at Kerry College. In 2022, she pursued a Master's in Digital Marketing at TUS. After completing her studies, she recognised an opportunity to combine her background in marketing, design, and media with her passion for personal development, which ultimately led to the founding of Honor & Bloom.

To date, the *You Are Enough - Guided Journal* has sold across Ireland and internationally through Honor & Bloom's online store, reaching customers in several countries worldwide.

The ACORNS programme provided Annemarie with the mentorship, guidance and support that often wasn't available to her in running a business alone. The teamwork and collaboration between her and her peers identified issues and ways to resolve them and long-lasting friendships have been made with fellow participants.

Looking ahead, Annemarie plans to begin hosting wellbeing workshops, focusing on self-confidence and personal identity while continuing to grow her journal's presence.

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



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine