

“We’ve had phenomenal growth and Back for Business was a huge part of our success. It gave me the information I needed – and the courage to go forward.”

LISA CAFFREY

Cabochon & Co



Lisa Caffrey never thought that a Christmas present she gave to her husband of a trip to Saudi Arabia could result in her moving there for ten years.

Lisa and her husband Mark had only moved into a new home in Clogherhead in her home county of Louth with their six-year-old daughter and three-year-old son when, in 2007, she gave her husband the trip so he could visit a close friend who was living in Saudi Arabia.

While he was there, he was offered a job and the following year, Lisa left her job at a local pharmacy and the whole family moved out.

“Life was great and we had no problems at all, loving our new home and had no intention of moving anywhere but this was too much of a great opportunity to say no to. My husband wanted to move for three years, I said five and we ended up there for ten years,” says Lisa.

While she was in Saudi Arabia, Lisa discovered diamond simulants and bought

some as presents for friends and family. The simulants are created in a lab and are a conflict-free and more affordable way of wearing diamonds.

Lisa was constantly asked where she had got the jewellery and soon she was getting regular requests from Ireland for the simulants.

Lisa’s sister, Leanne Campbell, was based in Louth and they decided to go into partnership, distributing jewellery on behalf of a company in Saudi.

“I returned home in August 2016 and we thought we could do this ourselves. Rather than selling on behalf of another company, we believed this was something we could do start to finish ourselves. So we spent some time researching it and, in July 2017, Cabochon & Co was born. We started designing pieces ourselves and sourcing the stimulants to create the pieces. The business has gone brilliantly since – we have had phenomenal growth. We funded it all ourselves with no investors or loans and are now selling our own designs all over the world,” says Lisa.

“Back for Business was a huge part of our success. The contacts I made and the mentoring I received from my Lead Entrepreneur (Donegal-based Irish technology entrepreneur and angel investor Mary McKenna) were invaluable. When I moved back home, it was so difficult to even think of starting a business. I didn’t know where to start but being part of Back for Business gave me the information I needed – and the courage to go forward.”

Cabochon & Co is now selling diamond simulants pieces set in sterling silver, designed by Lisa and Leanne, online not only in Ireland but they are exporting to Britain, the US, New Zealand and Australia.

“When we launched, we thought we would only be selling in Ireland but our customer base is growing right around the world. We have reached such a large audience and a lot of that is down to the support of other Back for Business participants and Leads.”

In 2019, the company is concentrating on building up stockists across Ireland and is hoping to hire new employees in the medium-term.



POSITION

Co-founder

WHAT WE DO

Designs quality jewellery from high-grade affordable diamond simulants

CONTACT US

11 The Beeches,
Clogherhead, Co Louth

T: + 353 87 2966138 or

T: + 353 87 0660937

E: info@cabochonandco.com

W: www.cabochonandco.com