

“I wanted to make it easier for brides to find the right accessories and offer practical advice and inspiration. I want them to think of me as an extra bridesmaid.”

## SINEAD STARRS

### The Lovely Little Label



It was while planning her two weddings – yes two – that Sinead Starrs found her business idea.

She was living in Sydney, Australia with her now husband Owen trying to navigate her way through the stress of wedding planning.

Originally, the couple wanted to marry in Ireland until the lure of a Spanish destination wedding caught their attention.

However, they soon realised it was too late to organise a legal ceremony there.

Instead, they married in secret at home in Ireland before travelling to Spain with family and friends for their second trip down the aisle a month later.

Every bride and groom prays for good weather on their big day, but if it hadn't rained on both occasions, The Lovely Little Label may have never been born.

“The day of our Irish wedding it lashed rain and our photographer had a lovely white umbrella with her that she said was very difficult to find,” Sinead says.

“One month later in Spain, it started to rain right as I was walking down the aisle

even though the weather had been lovely beforehand! I couldn't stop thinking of the lovely white umbrella and what a good idea it was.”

Inspired by her weather woes, Sinead decided to set up a one-stop accessory shop for brides planning their big day.

She managed to find the white umbrella online, ordered a few to sell and so The Lovely Little Label was in business.

Today, the site sells every accessory a bride could possibly need and also offers advice to brides through the blog.

The business' foundation coincided with Sinead's decision to move home after five years down under.

Originally from Newry, Sinead and her husband moved to Dublin in 2016.

“I always wanted to set up my own business. My parents had a business. But I didn't want to start one in Sydney and felt everything was in place to move home.”

She worked on her business part time at first while also working as a financial analyst at a pharmaceutical company.

In spring of 2018, she went full time, a move she wishes she made a lot sooner.

“I should have made the leap sooner but I was nervous and had a lot of things to consider. But there's lessons to be learned from that too.”

Support from her Local Enterprise Office and Back For Business helped Sinead overcome the isolation of running her own business.

“It comes down to the network you have and grow. It can be really isolating when you're running a business on your own.

“I think what I credit Back For Business for most is the structure it gives me. Without it, I'd have no one to hold me accountable. The group is nearly like a parent figure and they put that little bit of pressure on me, which is really needed. They've been brilliant.”

The Lovely Little Label recently launched its own apparel range and Sinead is working to grow the brand even further.

She currently exports to the UK, Australia and the USA and hopes to grow her international reputation more.

THE LOVELY  
LITTLE LABEL

#### POSITION

Founder

#### WHAT WE DO

We are an online bridal accessory business and blog – the ultimate one-stop shop for all bridal needs.

#### CONTACT US

T: +353 (0) 85 166 3650

E: [hello@thelovelylittlabel.com](mailto:hello@thelovelylittlabel.com)

W: [www.thelovelylittlabel.com](http://www.thelovelylittlabel.com)