

“Anyone can go out and buy a €300 polyester suit off the rack, but with a little bit of tailoring, a little bit of consideration, you get an entirely different outcome.”

PAUL BROWN

A WOLF IN WOOL



Two years ago, aged 35, Paul Brown found himself thinking that he was living a life based on a decision made by an 18-year-old. “We are all the sum of decisions we made at such a young age,” he says. “I went into finance, but I found that it wasn’t my passion.”

Born in England to Irish parents, Paul and his family moved from London to Belmullet in Co Mayo when he was 10. After studying Commerce in NUIG, he took a job in Dublin and was moved to London. “Then I met an Australian girl through work, and we moved to Sydney in 2006. I spent 13 years working in finance there,” he says.

In deciding what his passion might be, Paul looked to the things he liked on social media and in culture. Menswear came up, time and again. “I very much like tailoring, and to go a little deeper on that, I like where science meets art,” he says. “You can extend that metaphor to anything – you can microwave a steak and have an edible animal protein, but you could also

put that steak in a pan with some butter, rosemary and garlic and have an entirely different outcome.

“That’s where science meets art, and for me tailoring is the same. Anyone can go out and buy a €300 polyester suit but, with a little bit of tailoring, a little bit of consideration, you get an entirely different outcome.”

And so, A Wolf in Wool, Paul’s digital tailoring business, was born. Paul and his family moved to Galway in December 2019 so they would have some support with their young family, while he got the business up and running.

The intention was to launch the business immediately, but the pandemic intervened. “Everyone started working from home and no one got married. So, we didn’t start it until early June 2021,” he says.

Thus far, business has gone well. “Our starting price point is €685,” he says. “A lot of people said lads in Ireland would never pay that for a suit, but our opening 10 weeks of business has shown that there is demand.”

A Wolf in Wool turns around suits in eight weeks, but Paul prefers clients to allow three months so that decisions can be revisited if necessary.

He acknowledges that the process of setting up a business in Ireland can be admin heavy. “There’s an administrative burden,” he says. “But if you are diligent, it isn’t that hard.”

Paul would not hesitate to recommend the Back for Business programme. “Unequivocally, Back for Business was great. To get the ear of a CEO for two or three hours every few weeks is unheard of, but our Lead Entrepreneur, Heather Reynolds who was CEO of Eishtec, gave us her uninterrupted focus,” he says.

In January 2022, Paul hopes to open a showroom in Galway city. “We’d love to offer an old world tailoring experience,” he says. “Clients would get a private appointment where they can have a drink while they feel fabrics and try stuff on in a comfortable surrounding.”



POSITION

Owner / Sole director

WHAT WE DO

We offer people an old world made-to-measure tailoring experience, wrapped up in digital convenience.

CONTACT US

Moycullen,
Co Galway

T: +353 87 211 0771

E: paul@awolfinwool.com

W: www.awolfinwool.com