



Government of Ireland  
Emigrant Support Programme

An Roinn Gnóthaí Eachtracha  
Department of Foreign Affairs

“There was no one reason why I wanted to move home. It was many things, I felt at the time like I had a really good business idea and I wanted to make a go of it.”

## CLARE O’CONNOR

### Clare O’Connor Luxury Designer Brand



Just like her designs, Clare O’Connor’s career has been a vibrant one so far. With a background in Graphic Design and two Bachelor’s degrees from IADT, Clare also has experience in the creative hub of Berlin as well as the calm canals of Venice, where she lived and worked as an artist assistant and in the Venice Biennale. Clare’s current venture as owner and designer of her own luxury accessory brand is perhaps her most creative yet – turning her playful and energetic paintings into wearable art. “People used to say to me that my paintings would look amazing as dresses and tops. An artist in Venice was making scarves, which she sold in the gallery with her paintings so that’s where the idea came from; I felt scarves were a good starting point,” she explains. “It’s very hard to make a living as a painter, so I was looking for other ways to use my talent to create the life I wanted. I love seeing my work translate so well onto fabric, the combination of the contrasting patterns, colour and energy creates something really playful and vibrant.”

However, before taking to the streets of Italy and Germany, Clare established an impressive and lengthy CV. The time Clare spent working abroad – particularly in Venice – is clearly reflected in her designs. But Clare felt that although unique, beautiful, and inspiring, living in Venice “wasn’t real life”. “I missed normal life”, says the Dubliner who moved home in late 2017 to settle in County Meath.

“I had created a huge body of work and there are definitely opportunities in Italy that I can’t find in Ireland - for example, the silk I use is manufactured in Lake Como, which is the heart of silk manufacturing in Europe.”

Clare credits Back For Business with keeping her energised and helping her realise how far she has come in a short amount of time. “I didn’t find it daunting setting up the business because it’s what I’ve always wanted to do. I’m working to establish myself now and I hope going into 2022, I will see a lot of growth this year & lots of exciting developments.”

Clare now has a broad range of scarves and styles across a great range of luxury natural fabrics & price points. She has fine-tuned details & introduced signature details across her ranges. Clare has also expanded the fabrics she uses and last year saw the introduction of Bamboo. During lockdown she expanded her accessories to include a small range of tote-bags & cushions in 100% Organic Bamboo & 100% Organic Cotton & a new range of limited edition prints, so that customers could access her art & include a print with an accessory as a gift.

Since launching her brand, Clare’s has been shortlisted for many awards. Most recently, she was short-listed for the Future Makers Award 2020 and in 2020 & 2021 she was shortlisted for Accessories in the Irish Made Awards.

2021 saw Clare’s brand being selected by Shelly Corkery to be part of Create 2021 Push for Progress in Brown Thomas. Her designs can also be found at various stockists around the country & abroad.

CLARE O’CONNOR

#### POSITION

Founder, Creative Director

#### WHAT WE DO

We are a luxury accessory brand creating silk and cashmere scarves inspired by art.

#### CONTACT US

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