

“Back for Business gave me an automatic network in Ireland and access to mentoring from experts in accounting, finance and strategy. Regardless of the industry, there’s something in there for everyone.”

GRACE QUINN

The Classic Mother & Baby Company



The arrival of her second child signalled both the end of Grace Quinn’s 10-year career in oil and gas and the beginning of her journey as an entrepreneur dealing in high-end hospital bag bundles and gift sets for new and expectant mothers.

With the demands on her to travel internationally proving incompatible with her desire to remain near her family, Grace was already looking for a new venture when her experience in preparing for and having her first child started her down the road to forming The Classic Mother & Baby Company.

“I had worked in oil and gas for more than 10 years, starting in Australia and then in London. It got to the point where I was out of the country every week so I definitely wanted a change of career once I had kids,” says Grace, who moved back to Ireland after 17 years at the beginning of 2020.

“My idea for luxury hospital bag bundles gained legs when I was on maternity leave. It came out of my own desire for hospital bag items that were nice quality and functional – for the mother. I felt the focus was very much catered towards the baby with little available to support the

mother at a time when she deserves to feel most comfortable and deserved of an experience, fitting for this chapter in life.”

Originally set up under the name Mama’s Hospital Bag, the company began by offering a full package of mother and baby hospital bag bundles, including toiletries and clothing, at various price tiers. Boosted by the development of an ‘unboxing experience’, centred around their popular keepsake hat-box, and the public’s increased desire to support Irish SMEs during the Covid-19 pandemic, the company has gone from strength to strength since its launch.

“Covid provided a great platform for us and since then things have advanced a lot. Our products are now available to buy in Brown Thomas, Dublin and Cork. The luxury end is where we position ourselves and from both a quality and aesthetic point of view, our product would be very much on brand for them.”

The recent rebrand to The Classic Mother & Baby Company was designed to better communicate the breadth of the business today and its refined vision for the future. It is a reflection of the business’s evolution and expansion beyond hospital bags.

“Over the last 18 months, the business has changed immensely. Our customers are people looking for something special for themselves or their loved ones, whether that’s a relative, friend or colleague. Due to demand, these days the business caters increasingly to the Mother & Baby gifting industry – if a loved one is living abroad, we can deliver something memorable to them as we deliver worldwide. We needed a rebrand that took account of that,” she says.

“Indeed, the most tangible external change arising from our participation in Back for Business is our rebrand, as the programme helped us formalise what our refined vision is and where we hope to go in the next few years. Internally, we’re much more efficient in terms of our processes, and that’s all from working with our mentors and meeting our goals across the six-month period of the programme.

“I would highly recommend Back for Business. I’ve nothing but positive things to say. It gave me an automatic network and people to help navigate the administration of setting up a company in Ireland. We also got mentoring from experts in accounting, finance and strategy. Regardless of the industry, there’s something there for everyone.”

POSITION

Co-founder

WHAT WE DO

We offer high-end hospital bag bundles and gift sets for new and expectant mothers.

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