



# Denise Holmes

## little larks

*little larks* is the creation of two busy mothers with a love for traditional children's clothing. Influenced by the classic French style of childrenswear, *little larks* specialises in hand-smocked, fully-lined cotton dresses.

Co-founder Denise Holmes began her career as a chartered accountant in KPMG before going on to work in various roles in Anglo Irish Bank. Her adventure into *little larks* started with a chat around a kitchen table, when a mutual friend showed Denise and her business partner, Caroline Dunne, some dresses she'd bought on the continent. These beautiful, traditional clothes weren't available as an option in Ireland. It was as simple as that, two Mums disappointed by the lack of real children's clothes suddenly holding a solution in their hands. Right then and there, they turned that conversation into an idea – a new choice for parents who value quality over quantity.

Each co-founder brings a different skill to bear to their shared ambition. Caroline's passion for design, styling, selecting and sourcing combined with Denise's financial acumen and relationship management experience makes for a great combination.

The *little larks* website was launched in July 2016, and in order to raise brand awareness they held pop up shops around Dublin. They are now stocked in 6 boutiques across the country and Arnotts Department store in Dublin. Their international sales grew significantly when Princess Charlotte was photographed outside the Lindo Wing in the same print as one of their dresses at the birth of her brother, Prince Louis, in 2018.

This year they've expanded their product range with the launch of their first baby boy collection and they hope to continue growing the brand overseas.

[www.littlelarksclothing.com](http://www.littlelarksclothing.com)

