



Jane Asple

Emma by Jane

Emma by Jane is an Irish jewellery brand, designed by former Fashion Buyer turned Jewellery Designer, Jane Asple. Jane believes that women deserve to treat themselves and with this ethos, *Emma by Jane* is a high quality fashion brand at an affordable price.

Jane started her career with the London College of Fashion studying to be a Fashion Buyer. From there she went on to be a Buyer for Primark and worked across different areas including accessories, denim and homeware. After 5 years in London, she decided to move home and in 2016 she began researching her dream and putting the ground work of design, supply and planning together. When a friend opened a boutique, Lady Lorna in Kilkenny, she asked Jane to supply the jewellery for the boutique. Suddenly, Jane's dream was becoming a reality. Since Jane began her brand it has lived by three core values; Friendship, Fashion and Quality. Jane has created a brand that brings high quality fashion to everyone, whilst also highlighting how you can create your own unique style by mixing and matching accessories.

In just under two years, Jane has grown her business from nothing to being investor ready, with a stamp of approval from British Vogue. She has pitched her plans on Dragons' Den and in 2017, won IBYE Best Start Up business in South Dublin.

www.emmabyjane.com