



Sarah Garcia Crawford

Koncept Fitwear

Koncept Fitwear is a sportswear company based in Dublin owned and operated by husband and wife duo, Sarah Garcia Crawford and Sam Crawford. Koncept's focus is to design sportswear that is not only comfortable but fashionable for both men and women.

Sarah is a native New Mexican who earned a bachelor's degree in business administration from the University of New Mexico and studied human resources at Villanova University. Sarah has worked in many different sectors of business management including medical spa, retail and state government. She also worked as an assistant in the wardrobe department on an American TV show.

Sarah's business partner, Sam, founded Koncept Fitwear on a whim in 2017 and in 2018 Sarah joined as a co-owner. Together with Sam's marketing expertise, Sarah's eye for design and their passion for creating comfortable sportswear that makes you feel more confident, Koncept has grown from a 'whim' to an up-and-coming Irish sportswear company.

To date, Koncept has begun exporting into the UK, United States and mainland Europe, with their sights set on increasing their exports and the variety of clothing offered.

www.konceptfitwear.com

