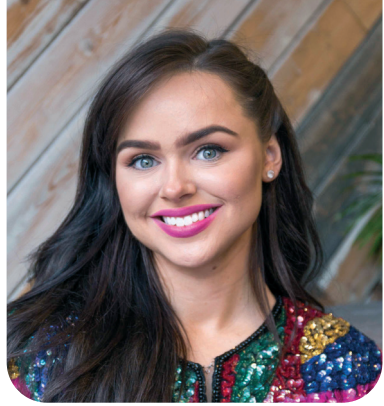


izzy;



Ailbhe Keane

Izzy Wheels

Ailbhe Keane is the founder and CEO of Izzy Wheels, a range of colourful wheel covers for wheelchairs. She originally created the brand as a college project in 2016 when she was in her final year in NCAD. The idea was inspired by Izzy, Ailbhe's sister, who was born with Spina Bifida and is paralyzed from her waist down. Ailbhe noticed that her sister's wheelchair was the first thing that people noticed about her, but it wasn't a reflection of her bubbly personality. Ailbhe created a range of colourful changeable wheel covers for her sister's chair that expressed her individuality. Their motto became 'If you can't stand up, stand out!'

The brand quickly gained global attention in 2017 after a video about Izzy Wheels was viewed 16 million times in a week. Ailbhe has since grown Izzy Wheels into a global brand selling in 45 countries and they have collaborated with 90 designers from across the world.

Izzy Wheels became the first disability fashion brand to collaborate with some of the world's most famous brands. In 2019 they teamed up with Barbie to create a range of designs for a new and inclusive wheelchair Fashionista Doll and the following year they created two limited edition wheel cover collections with Hello Kitty.

Izzy Wheels has been featured in some of the world's top global publications including Vogue, Teen Vogue, Cosmopolitan, Elle, Forbes, and many more. The brand has won 15 national awards, featured in a BBC Documentary and both sisters were named on Forbes 30 Under 30 in 2018.

www.izzywheels.com