



# Laura Dempsey

## Pickled Pom Pom

Pickled Pom Pom is a paper and party design studio founded by designer Laura Dempsey. Laura believes life's moments are worth more than a text message and that's where Pickled Pom Pom comes in. At the core of the business are thoughtfully designed cards created to spark emotion, nostalgia and humour.

Laura's background is in children's wear design for the high street, having designed for global retailers for nearly 10 years. After having her third child and moving to Kildare, Laura swapped her 5am commute to take the leap into setting up her own studio in a converted outbuilding.

Initially the main part of the business was freelance design for other brands and she launched the range of illustrated cards and prints alongside the design service as a means of expressing her own ideas. The original illustrations and often uniquely Irish humour in the designs have proven to be extremely popular and they are shipped all over the world. Pickled Pom Pom also have a presence in over 40 retail stores in Ireland. The brand has featured in Elle Magazine, IMAGE magazine and on Ireland AM amongst others.

In 2019 Laura collaborated with fellow women in business and local manufacturers to create small batch ranges of decor and homewares which were very well received. 2020 and 2021 proved to be very successful years for the brand with consumers seeing the need for human connection via a thoughtful handwritten card.

Pickled Pom Pom has ambitions to grow into a lifestyle brand to rival their international counterparts and Laura is grateful to Starting Strong for helping to set the gears in motion.

**[www.pickledpompom.com](http://www.pickledpompom.com)**

