



Louise Cooney

CLOO

Louise Cooney is the CEO and founder of CLOO Active – a high quality activewear fashion brand developed for busy women of different body shapes and sizes. It is designed in Ireland and every piece is created with the modern-day multitasking woman in mind. Fit and functionality are of utmost importance when creating all CLOO pieces. It is the modern day uniform!

Louise's background is in Communications, Marketing & Fashion. With over 8 years' experience in the fashion blogging space, Louise has grown an audience of over 250,000 across her various platforms and has worked with many of the world's biggest fashion brands including H&M, Marks & Spencer, Armani and more.

It was the COVID-19 lockdown that saw CLOO come to fruition – how we lived our lives, what we wore, how we shopped, changed hugely. Louise wanted to use her fashion knowledge and credentials to build something she felt was missing from the Irish market -fashion forward activewear that is multi-functional.

Since launching in November 2021, CLOO has had 2 drops, a total of 15 products, over 2,000 customers and has grown an online audience of over 17,000. CLOO is now a team of three with a designer and social media manager taken on to help in early 2022. They are working with new manufacturers across Europe and China to develop new lines for the coming months and hope to launch up to 4 more drops before the end of 2022.

www.clooactive.com