

BrandHive



Alison Mac Sweeney

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Alison Mac Sweeney has worked in the fashion and beauty industry for nearly 10 years. She started her career working for one of Ireland's biggest retailers before leaving to work for a big UK retailer to help them with their brand management and marketing campaigns while expanding into Ireland. Alison soaked up all of their knowledge, whilst also learning the do's and don'ts of running a successful business.

It was in early 2020 when Alison was approached by one of Ireland's biggest influencers looking for assistance to start her own fashion brand. It was at this point that Alison quit her job to start BrandHive. This brand became BrandHive's first client and from that point to now, BrandHive has worked with just under 40 Irish fashion and beauty brands in a three year period. The appetite for starting a fashion or beauty brand in Ireland is bursting at the seams and Alison saw a huge opportunity to use her experience and knowledge to help these businesses find suppliers, design product ranges, draft marketing plans and get their ideas from concept stage all the way to market. Alison is passionate about product and customer experience in particular and credits her commercial knowledge as being the biggest asset that BrandHive offers to its clients.

In March 2023, BrandHive was shortlisted for 'Start-up of the Year' for the IMAGE Business Woman of the Year Awards. BrandHive's plans for 2023, with the help of the Starting Strong Programme, is to successfully expand into the UK.

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