



Aoife McNamara

Aoife McNamara Ltd.

Aoife McNamara is a fashion designer, environmental activist, influencer and business owner. She is a Limerick School of Art & Design graduate and holds a BA Honours Degree in Fashion Design. Her ambition as a designer is to offer people transparent, regenerative, and circular fashion.

Aoife has had a lifelong passion for fashion. This interest led her to undertake a one-year internship with Marc Jacobs in New York and work in the Paris fashion industry. Relocating back to Ireland, Aoife has grown her fashion business, Aoife McNamara Ltd., from an exclusively online model to include a physical shop presence, pop-up stores, events and an online community.

With the support of many public stakeholders including Enterprise Ireland, Local Enterprise Office and TUS, Aoife has evolved the business in terms of design, production, ambition and scalability. Her design processes and aesthetic are generating a cult and celebrity following. Ethical production continues to be at the heart of the brand. Materials are sourced from sustainable fabrics and are predominantly of Irish origin.

Internationally, Aoife McNamara Ltd. has gained traction at London, Paris and New York fashion weeks. Aoife has been nominated for many awards, including Fashion Designer of the Year at the VIP Style Awards 2022 and IMAGE Sustainability Champion of the Year 2023.

Transnational sales have grown year on year and export opportunities are Aoife's core focus in terms of business development into the future. Moving forward, she plans to evolve in line with customer purchasing trends and grow its activity base to include textile manufacturing.

www.aoifemcnamara.com

