



# Emma Keogh

## Equieire

Equieire was born from a great passion for horses and equestrian sports by its founders, Emma Keogh and Jonathan Finnegan. Emma and Jonathan are a husband and wife team who between them have in-depth knowledge of both the sport horse and thoroughbred industry.

Emma reached a very high qualification in equestrian coaching, management, and professionalism. She returned to college to complete a MA in Psychology, while continuing to work full-time. In 2018, she decided to again return to college and follow in her family's footsteps of entrepreneurship by attending the UCD Innovation academy for a 6-month course. She combined her love and passion for equestrian sport with the desire of creating something for herself and Equieire was born, following intensive customer discovery.

The Equieire brand was established in 2021 with a vision to create a line of sustainable equestrian products that are optimized for the needs of the modern rider – function, elegance, versatility and performance.

Equieire prides itself on quality, style, and performance. Most importantly, Equieire is about considering all aspects of the environment. Equieire's clothing is designed to suit and adapt to the fluctuating weather conditions allowing riders to make the conscious choice to choose clothing that is durable and will stand the test of time.

Emma has always enjoyed sports and has had a passion for horses since childhood. As a lover of animals and nature, Emma is able to use past experiences to create extremely comfortable pieces that are high performing and help the wearer to feel good.

[www.equieire.com](http://www.equieire.com)

