



Rachel Hennessy

Happy Days

Happy Days, a fashion rental company based in Leopardstown and online, was founded by Rachel Hennessy in 2021.

Rachel is a chartered accountant by background, having worked in both KPMG and Google. During the pandemic, Rachel started questioning her own shopping habits and was struck by a home truth: fast fashion had created a demand for “newness” that has no place in a sustainable future. Rachel realized that there was a solution that should be open to everyone, regardless of size, shape or income bracket: renting, not buying. As a result, Happy Days was born, providing women with access to luxury trends and pieces without burning a hole in their pocket, or the planet.

The Happy Days mission is to lead the way in making occasion wear rental a first choice for fashion and environmentally conscious women. In just over a year, Happy Days has built a loyal client base of over 2,000 customers, with over 3,000 rentals. Now that weddings, black tie events and other family functions are back with a bang, everyone is ready to party in style. Happy Days offers clients a chance to do so without the guilt that comes from buying a dress and wearing it once.

Rachel set out to change the perception of fashion rental by building a strong community that turn to sustainable solutions for the Happy Days in their lives. She has been nominated for IMAGE Start-up of The Year Businesswoman of the year for 2023 and for The Sustainability Awards in the VIP Power of Women Awards in 2022.

www.happy-days.ie

