

CONSCIOUS CONVERT

An Irish Company



Zelia Madigan

Conscious Convert

Zelia Madigan is the founder and CEO of Conscious Convert, a thoughtfully-designed organic lifestyle brand of smart-living homeware essentials. Originally from Cork and now a Dublin native, she is a fellow of the Institute of Engineers.

Zelia's career in global telecoms and IT, which culminated in a role as CEO for a large multinational in Ireland, has taken her all over the globe for work. During these trips to India and Africa, Zelia witnessed first-hand the effects of mass production and fast fashion on people and the environment. Determined to make better choices, Zelia has made it a life-long quest to stand by homeware that supports an ecosystem of care for the future of our world and the social and health welfare of the makers.

Every part of the design and production process must comply with the most stringent standards set by the Global Organic Textile Standards, GOTS® so that the people and the environment are protected. To further support the protection of our planet for the future, Zelia donates 1% of everything purchased to non-profits working towards creating a healthier planet through their partnership with 1% For The Planet.

Since launching in February 2021, the brand has been regularly featured in publications such as Gloss Interiors, The Sunday Times, The Sunday Business Post, IMAGE Magazine and The Times. Their first pop-up was hosted by Brown Thomas and they are stocked in stores throughout Ireland and in the US, with more export markets to follow this year.

www.consciousconvert.com

