



OUTWEST



Rebecca Hoban

Outwest Clothing

Rebecca Hoban grew up around entrepreneurs and always knew she wanted to start her own business. After spending some time in Australia, followed by a 3-year degree in Marketing and Event Management, she went on to work in marketing and events for global companies ranging from Red Bull down to brands just starting out.

Outwest Clothing is an Irish outdoor brand that was brought to life through the love of adventure, landscapes, and community. The idea for Outwest Clothing came to Rebecca in 2021 while out hiking with her fiancé and business partner. She had just moved home to the beautiful west coast of Ireland and had fallen in love with everything that Dingle had to offer. She saw a gap in the market for a premium clothing brand made for the Irish outdoors. It was important to them that their products were not only functional but made by ethical and environmentally conscious manufacturers. They are a certified B Corp company which was very important to the brand from day 1.

Rebecca's goal for Outwest is to be the biggest outdoor clothing brand in Ireland. She wants their community to be able to take on any adventure no matter the scale and know that their Outwest products will not only be functional for all adventures but last a lifetime. She wants to give year-round employment to her local town, which can be very seasonal. She also wants to give people in her local community career opportunities within the business and build the brand into something special.

Rebecca was nominated for the IMAGE Start-Up of the Year Award 2024.

www.outwestclothing.ie

