



Dervla Arthurs

Snugabugz

Dervla Arthurs is a brand and marketing specialist with over a decade of experience in commercial innovation and global brand management. She held senior roles with companies including Heineken, Costa Coffee, Bord Bia, Microsoft, and most recently, Intrepid Spirits, where she gained firsthand experience in startup growth. Dervla holds an MSc in International Marketing Practice from Smurfit Business School, a BSc in Multimedia and a Diploma in PR.

In March 2024, Dervla founded Snugabugz, an Irish baby brand offering a range of EU IP-protected organic cotton baby socks and booties that actually stay on. As a mother of three, Dervla experienced the constant frustration of baby socks slipping off and saw an opportunity to fill a gap in the market. She set out to create a practical, high-quality solution for parents facing this everyday challenge.

Since launching, the brand has gained huge popularity with new parents. It won Best New Innovative Product in the Pregnancy & Baby Awards 2025 and has featured in the Irish Examiner, The Sunday Times, Irish Home & Country Magazine, The Irish Independent and more. Dervla was selected for Phase II and III of Enterprise Ireland's New Frontiers programme.

Snugabugz is predominantly a direct-to-consumer brand, but is now expanding its reach through select retail partners. Looking ahead, Snugabugz is poised for significant growth. The immediate focus is on scaling in the UK and US markets, supported by a focused digital marketing strategy. In parallel, partnerships with retailers and e-tailors are being developed to broaden market presence. Additional baby essentials are in development, with the brand committed to solving real parenting problems through thoughtful, sustainable design.

www.snugabugz.com

