



Sarah Kelly

PlayEasy

Sarah Kelly is a Specialist Speech and Language Therapist and the founder of PlayEasy, a range of clinically-informed toy designs created to support babies early communication and development through play. Based in Dublin, Sarah also runs SpeakEasy SLT, a private clinic where she continues to work one day per week alongside managing a team of therapists.

Through her clinical work and experience as a mother of three, Sarah recognised that many parents are time-poor, overwhelmed by choice, and want simple, effective ways to support their child's development. She founded PlayEasy to take the stress out of this, translating evidence-based strategies into thoughtfully designed toys that support skills such as attention, turn-taking and early language.

Since launching, Sarah has designed six products, with a further five in production and additional designs in development. PlayEasy is now stocked in nine retailers across Ireland, including Arnotts, Brown Thomas and leading baby retailers such as Tony Kealys and Bella Baby, alongside a growing direct to consumer business. One of the brand's standout products, Banana Buddy, sold out within three months of launch, highlighting strong demand for clinically-led, purposeful play products.

Sarah has built an engaged online community of over 40,000 parents and has shared her expertise through platforms such as Everymum and The Baby Tribe podcast. PlayEasy was named Best Shop 2025 at The Family Edit Awards and has been featured in Life Magazine and the Sunday Business Post.

Sarah's ambition is to grow PlayEasy into a recognised household name, expanding its product range and bringing its clinically-informed designs to families beyond Ireland.

www.playeasy.ie