

# BOLDNSUBTLE



## Shauna Twamley

### BOLDNSUBTLE

Shauna Twamley is the founder of BOLDNSUBTLE, a Dublin based womenswear brand built around modern tailoring and timeless design. With a background in finance, Shauna brings a strong commercial perspective to building the business, while developing the brand alongside her full-time career.

The idea for BOLDNSUBTLE came from a desire to create modern tailoring that balanced structure with ease. Shauna began developing the collection herself, sourcing fabrics, working on patterns and refining the fit of each piece while learning every stage of the process from sampling and production through to launching the brand online.

BOLDNSUBTLE launched in 2024 and has already begun building an international customer base, with orders shipped to customers in Ireland, the UK, the US and Australia. The collection has been featured in publications including British Vogue, IMAGE Business Club and The Gloss, and has gained visibility through high profile influencer and celebrity placements.

The brand has also been presented at industry events including The K Club and most recently during Paris Fashion Week in a showroom near the Louvre, where buyers, stylists and industry contacts viewed the collection.

Shauna continues to expand the collection while building relationships with production partners across Europe and working with stylists and creators to grow awareness of the brand. Her ambition is to grow BOLDNSUBTLE into an internationally recognised fashion brand known for modern tailoring, strong design and pieces designed to be worn for years to come.

[www.boldnsubtle.com](http://www.boldnsubtle.com)