



Wearing IRISH

THE TINY ISLAND OF IRELAND LIGHTS UP THE WORLD ON 17TH MARCH EACH YEAR WITH EVEN MORE GLOBAL GREENING PARTICIPANTS THIS YEAR AT APPROXIMATELY 290 ICONIC LANDMARKS IN 48 COUNTRIES WORLDWIDE. IT IS A WONDERFUL ACKNOWLEDGEMENT OF HOW IRELAND AND THE IRISH HAVE SPREAD THEIR INFLUENCE ALL OVER THE WORLD AND IT PLANTED A SEED FOR SAVVY IRISH WOMAN MARGARET MOLLOY.

In March of 2016, Margaret Molloy set out on a personal endeavor to promote Irish fashion. Driven solely by her passion, the idea was simple, to get friends and family to wear something Irish during the month of March. Using finely honed influencer marketing and brand-building skills from her day job, Chief Marketing Officer of a prominent branding firm,

she employed social media as her platform to raise the visibility of Irish fashion, its designers and ultimately the country itself. It was a natural fit for the fashion-loving marketer, with a keen eye for design, to do something she greatly enjoyed while also celebrating her beloved Irish heritage. And so, the #WearingIrish movement was born.







"I felt like I had discovered an untold story," says Molloy. "Designers across the island of Ireland are producing world-class fashion yet few people outside the country could name an Irish designer. I founded WearingIrish to change that and bring forth a relevant, creative, undiscovered Ireland."

While it's popular to wear green on St Patrick's Day, the initial idea of taking over the month of March and declaring it the territory of Irish designers was inspired. Today the movement is well and truly hitting the stratosphere, and not just for St Patrick's day.



Cashmere Wrap from Ekotree Studios, Doolin, County Clare. Designer-makers par excellence, Ekotree use only the highest quality natural yarns including cashmere, superfine alpaca, lambs wool merino, mohair, linen & organic cotton. Visit the studios to witness a real working Irish knitwear studio, and learn about the history of Irish knitwear in the visitors center where you can browse the full range of products in their beautiful retail space. Worldwide shipping is available for all gifts purchased.

Fast forward to March 2018, after two years of capturing global media attention, and the idea has evolved into a yearlong initiative and continues to gain momentum with support from prominent international businesses and leaders.

With the support of six partners, Molloy launched an online competition, WearingIrish NYC 2018. The goal was to discover Ireland's best fashion and accessories designers and help catapult the winners into the US market. With over 170





applicants, only 10 were chosen to come to New York in May for a showcase program at Bank of Ireland's startlab, neighboring the iconic Grand Central Terminal.

From May 15-17, the ten winning designers, Aine, Alison Conneely, Bláithín Ennis, De Bruir, Inner Island, Jennifer Rothwell,

Nathalie B. Coleman, Sands and Hall, The Tweed Project and Triona, will have the exciting opportunity to bring their brands to life in front of an American audience.

The invitation-only showcase will include a highly curated program including speakers from the New York fashion and business

Margaret Molloy is the New York-based, global chief marketing officer (CMO) at the renowned branding firm Siegel+Gale. A native of Ireland and a Harvard Business School graduate, she is regarded as one of the most influential global marketing leaders and consistently appears on top CMO lists, including Forbes' top CMOs on Twitter. A strategic marketer, she is a sought-after speaker and has published articles in Harvard Business Review, Forbes, Fast Company and beyond. Margaret created #WearingIrish in March 2016 as a passion project to showcase Irish fashion designers. The movement is going from strength to strength with WearingIrish and Margaret receiving many accolades, including: Overseas Business Woman of the Year 2017 by Image magazine 2017 Marketer of the Year by The Drum Top 50 Power Women and Top 100 Irish Americans in Business in 2016 and 2017 by Irish America and the 2018 Creativity and Arts awards by Irish Central. Margaret brings a potent blend of grace, gravitas, and grit to everything she touches.

T: 212.453.0468 | E: mmolloy@wearingirish.com | @MargaretMolloy



community as well as prominent members of the Irish diaspora.

"My hope is that WearingIrish inspires the marketer and storyteller in all of us," says Molloy. "Promoting Irish fashion and accessories designers is a tangible way to demonstrate Ireland's creativity and, when we promote Ireland as a nation of makers, every designer, every Irish business and every Irish person is a winner."

Partners supporting the May event include Bank of Ireland, the Department of Foreign Affairs and Trade, through Ireland's Consulate in New York, Tourism Ireland, CIE Tours, Invest Northern Ireland and Enterprise Ireland. The growing panel of jurors and advisors includes current and former merchants, creative directors, executives, investors, editors, and influencers from Bloomingdale's, Accessories Council, Victoria's Secret, Stella & Dot, POPSUGAR, Theia, Keds, Kate Spade, Harvard University, Gilt Group and many more.

ABOUT WEARINGIRISH

WearingIrish is a platform that provides designers, shoppers and influencers with access and exposure to each other. WearingIrish NYC 2018 makes this connection tangible by selecting designers to display their creations and meet the New York community. While helping designers build their individual brands, WearingIrish also enhances Ireland's brand as a nation of creatives and makers. Margaret Molloy created WearingIrish as a passion project in 2016. The highly-anticipated WearingIrish NYC program builds on the successful 2016 and 2017 #WearingIrish social media campaigns.



erin  knitwear
Est. 1965

in every stitch a story  in every line a legend



Erin Knitwear Manufacturing Ltd
Unit 13, Westpoint Trade Centre,
Ballincollig, Cork, Ireland.
+353 21 487 2060
info@erinknitwear.com
www.erinknitwear.com