

TRADING ONLINE VOUCHER SCHEME

GROW YOUR BUSINESS THROUGH ONLINE TRADING

Dúinn Designs



“Dúinn Designs now has a very contemporary e-commerce website which clearly promotes the brand.”

“The first reference point I will always send a possible client to is my web site. I can directly link it to new clients and I know from the feedback that it is a very positive selling tool and one that reflects the brand in a pro-active, contemporary and aspirational way.”

Bernadette McCullagh is the designer and owner behind Dúinn Designs. She has created a range of Irish contemporary patterns which have been inspired by the “colours and patterns of Ireland” and themed around Ireland’s wonderful heritage sites. The patterns are used on a range of silk scarves and homewares. Bernadette is a sole trader, working on her own and outsourcing additional support.

Dúinn Designs operated a presentation website from 2015. However it became apparent to Bernadette that her focus should not only be in retail stores but also online in order to tell the Dúinn story and make shopping accessible. The e-commerce platform needed to work across all devices and clearly show the range of products available.

Bernadette was informed by her Local Enterprise Office in Louth about the Trading Online Voucher Scheme and found it very easy and accessible to work through.

Dúinn Designs is now exporting on a daily basis on Aer Lingus flights through their inflight magazine “Boutique”, and recently opened an account in Canada based on research by the retailer on her website. www.duinndesigns.com



Roinn Cumarsáide, Gníomhaithe
ar son na hAeráide & Comhshaoil
Department of Communications,
Climate Action & Environment

www.dccae.gov.ie/tradingonlinevoucher