



Gina Cassidy

Purcell & Woodcock

Purcell & Woodcock is a luxury lifestyle brand offering affordable products to families that desire luxury for everyday living. Founded by Gina Cassidy, the company was established in 2015 with a clear vision in mind – to offer high quality, useable luxury products at accessible prices. The company currently designs and produces a range of home fragrance products, including pure soya candles, alcohol free diffusers and natural room sprays, all presented in signature packaging, and is successfully building its market share in a highly competitive market.

Gina's early career was in HR, initially in a pharmaceutical company, before moving to an international management consultancy as HR Director. As a self-confessed brand lover, with a flair for design, she took on the challenge of becoming a market disruptor, challenging aspirational brands around the perception that you have to pay for quality. Purcell & Woodcock offers the answer - high quality products in luxurious packaging at an affordable price.

Within the first 12 months, the company sold over 150,000 units; was stocked in over 300 outlets; and had built a loyal customer base. The company currently employs four people. The focus for 2017 is building an international brand from Ireland. Export sales are currently running at 30% of total sales. The newly launched Room Spray won 2017 Best Room Spray award in the coveted Beauty Awards with RSVP Magazine.

www.purcellandwoodcock.com

