



Joan Woods

Waters and Wild

Joan Woods, a fluent French speaker first worked with Vichy Ireland as Product and Promotions Manager. Both her parents were self-employed and Joan always planned to run her own business one day. For Joan, entrepreneurship is a way of life.

From 1992, Joan ran the highly successful Platform and Platform Eile shops off Grafton Street. In 2003, she sold her leasehold and took a career break to start a family. Joan now lives in West Cork and has been working with her business partner June Housden to create waters + wild since 2013.

Together, Joan and June have created the new brand, waters + wild perfumery. With only the finest raw and natural ingredients from around the world, they have designed a sensual range of certified 100% organic perfumes. Using the age-old traditions of perfume-making by hand with a refreshing 21st century twist, they have created a collection that is both timeless and contemporary.

Starting the business with their own money, Joan and June have undergone training in perfumery, identified suppliers of raw materials and packaging and completed extensive product development. They exhibited at Showcase Ireland 2016 in the RDS Dublin, with an initial roll-out of a 50ml Eau de Parfum in three different fragrances.

waters + wild plan to expand their product range with a 100ml Eau de Toilette, a 10ml handbag roll-on and a solid perfume compact, while also increasing the range of scents. They expect to make sales in Northern Ireland and the UK and plan to exhibit and expand into France this year, with further growth into mainland Europe in 2017. Further distribution into the US and Asia is also on the cards in subsequent years.

www.watersandwild.com

