

B O N A G R E W



Olivia Hartigan

BONAGREW

BONAGREW presents high quality Irish made fashion accessories with great attention to material, colour and detail. Designed and made in Ireland, BONAGREW was founded by Olivia Hartigan, a graduate of UCD and Bocconi Milano where she studied for a Masters in Fashion and Design. She has over 10 years industry experience as a fashion product manager and brand consultant, working with Diesel SpA, Franklin & Marshall, Inis Meain Knitting Company and strategic design agency Brand Union.

BONAGREW takes its name from the small coastal townland near Brittas Bay, Co. Wicklow where Olivia spent her childhood. Uniquely bringing together the rich natural heritage of this garden county with the finest Irish linen and tweed fabrics, BONAGREW is creating a collection of future classics that evoke a close connection with nature. Blurring the lines between casual and formal, BONAGREW offers evergreen and seasonal collections of accessories; ties and bowties, hats and scarves, neckerchiefs and pocket squares; personal objects to love and be worn by any generation.

BONAGREW is founded on the premise that consumers are seeking an intimate connection with the natural world as populations become more and more urbanised. They are turning to brands that provide products and services that positively contribute to cherishing the earth's landscape and ecosystem, our most valued inheritance. As such, BONAGREW is developing partnerships with non-profit organisations to donate profits from every purchase to plant trees and educate local populations in villages around the world's most at-risk rainforests.

BONAGREW is pursuing a selected retail distribution strategy in export markets with a focus on Asia and intends to develop an online retail experience direct to the customer. BONAGREW accessories are currently available on makersandbrothers.com and ahalife.com and from selected independent retailers in Ireland.

www.bonagrew.com

