

PRESS RELEASE

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Wexford's Sensory-Friendly Clothing Brand, Sully & Juno, to Showcase at National Ploughing Championships

One of Wexford's most innovative small businesses, Sully & Juno, will have the opportunity to present their unique offerings to nearly 300,000 attendees at the upcoming National Ploughing Championships in Ratheniska, County Laois. The event, set to take place from September 17th to 19th, will feature Sully & Juno as part of the prestigious Local Enterprise Village, an initiative by the Local Enterprise Offices to highlight Ireland's best small businesses.

Sully & Juno, proudly supported by Local Enterprise Office Wexford, is Ireland's only designer and manufacturer of clothing specifically tailored to meet the sensory needs of the wearer. Their sensory-friendly designs, a first in Ireland, cater to individuals of all ages, with sizes ranging from newborn to 5XL.



Nina & Gillan of Sully & Juno with Minister Emer Higgins (Minister of State with responsibility for Business, Employment and Retail) and Breege Cosgrave (Head of Enterprise and Economic Development, Wexford County Council)

Each piece in the Sully & Juno collection is thoughtfully crafted with the wearer in mind, featuring flat seams, tag-free construction, and soft, organic, sustainable fabrics. The garments are not just practical but also beautifully colorful, ensuring that sensory-friendly clothing doesn't compromise on style.

What sets Sully & Juno apart is their commitment to transparency. Every item comes with a detailed sensory profile, allowing customers to understand the tactile and comfort features of each garment before purchasing, whether online or at one of the many events they attend. Additionally, the brand celebrates its Irish roots by offering personalised garments in both English and Irish, adding a unique cultural touch to their products.

Sully & Juno will be one of over 30 small businesses featured in the Local Enterprise Village, which is situated at the heart of this year's National Ploughing Championships. The Local Enterprise Village has become a must-visit spot at the event, offering visitors the chance to discover and support some of Ireland's most exciting small businesses.

Nina and Gillian of Sully & Juno said "We're absolutely thrilled to have been nominated by the team at LEO Wexford to showcase our sensory-friendly clothing at the National Ploughing Championships. This opportunity allows us to bring our unique, inclusive designs to a wider audience, and we're excited to share the passion and care that goes into each and every piece we create".

A selection of businesses from across the country helped launch the Local Enterprise Village for 2024 at Airfield Estate in Dublin. These included Leah Cleary of Fore Distillery (supported by LEO Westmeath), Dublin fashion designer Jennifer Rothwell (supported by LEO Dublin City), Anouk O'Connell of natural wool company Olanmor (supported by LEO Wicklow), Aymar Gourdet of Le Skinny Chef (supported by LEO Laois), Joanne Doyle of Enchanted Castle Melts (supported by LEO Carlow), Aoife Potie of Nuasan (supported by LEO Galway) and Mildred Tang of canvas tote company Chic Tote (supported by LEO Dun Laoghaire Rathdown).

Breege Cosgrave, Head of Enterprise and Economic Development, Wexford County Council said: "This is an opportunity like no other for a small business in Ireland. The chance to bring their ideas and products to almost 300,000 potential customers is a showcase like no other. The Local Enterprise Village has become one of those must-visit areas where everyone wants to discover local businesses and see what unique products they can bring home.

The diversity of businesses on display reflects the wide range of sectors supported by the Local Enterprise Offices, from manufacturing to food and beverage, to software solutions. Whatever your interest, there's something for everyone at the Local Enterprise Village."

Some of the clients involved this year cover areas such as kids clothing & games, agtech products, luxury bathing and skincare products, artisan food and drink producers, sustainable clothing and beauty products and range of innovative products from Ireland's best small businesses.

Kildare NPA Director John Dunne said *“It is wonderful to see so many diverse & impressive businesses partaking in this year’s ‘Local Enterprise Village’ at the National Ploughing Championships taking place in Ratheniska, Co Laois on September 17th, 18th & 19th. This is an ideal and unique opportunity for these companies to showcase their products & wares to over 250,000 visitors that Ploughing attracts.”*

The Local Enterprise Village is just one of a number of initiatives that the Local Enterprise Offices run, to foster entrepreneurship across the country. Others include Local Enterprise Week, the National Enterprise Awards, the Student Enterprise Programme, National Women’s Enterprise Day and Local Enterprise Showcase. The Local Enterprise Offices in local authorities are funded by the Government of Ireland through Enterprise Ireland.

Established in 2014, the Local Enterprise Offices are the essential resource for any entrepreneur looking to start a business or any small business that is looking for support or advice to help them grow. Since their inception ten years ago, the Local Enterprise Offices have helped create over 70,000 jobs across the country. The LEOs work with thousands of client companies across Ireland in a diverse range of sectors offering mentoring, training, expert advice and financial supports to small businesses. For more information see www.LocalEnterprise.ie



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For further information:
Local Enterprise Office Wexford
info@leo.wexfordcoco.ie
053 919 6020