IRELAND FASHION WEEK

powered by VISA

IMPACT REPORT

Quantifying the Cultural Momentum and Creative Power of the Unique Ecosystem Transforming Irish Fashion, Culture and Creative Industries





CRAFTING THE FUTURE OF FASHION

A Word From the Founder

*"Irish fashion has **world-class talent**; it has simply lacked a **world-class ecosystem**. We created Ireland Fashion Week to **unite** our **creative community** and **match** their **ambition** with **real industry infrastructure**.*

*For established designers, we are a **launchpad** for **international expansion** and **worldwide media exposure**. For the graduates leaving education without a **clear commercial path**, we provide the **financial backing, business acumen**, and **real-world opportunities** needed to build lasting careers".*

Ashley McDonnell
Founder of Ireland Fashion Week



REAL IMPACT, PROVEN GROWTH

2025 & 2026 at a Glance

2 NATIONAL CAMPAIGNS
Starring Fontaines DC, Rhasidat Adeleke, Jamie-Lee O'Donnell, Khaki Kid and more

1200+
Professionals employed

117
Designers showcased

€3.2 MILLION
Creative support delivered

For every €1 of public funding in 2026, Ireland Fashion Week delivered €35 in creative support.

50+
International press & media hosted

1.5 BILLION+
Global media impressions

3
Scholarships funded for emerging designers

5,300+ ATTENDEES*
75+ EVENTS
*Venues operating at full capacity, with demand significantly exceeding available space.

ELEVATING IRISH FASHION WORLDWIDE

Launched in 2025, Ireland Fashion Week is a national platform dedicated to showcasing and elevating **Irish fashion, design, culture, landscapes** and **creative talent**, positioning Ireland as an international **creative hub** and **cultural destination** for the fashion industry.

In just **18 months**, Ireland Fashion Week has supported **117 designers** from 26 counties and created cultural moments in **Galway, Cavan, Meath, Westmeath, Dublin and Kilkenny**, connecting Irish craft with **international acclaim, nationwide engagement and substantial industry backing**.

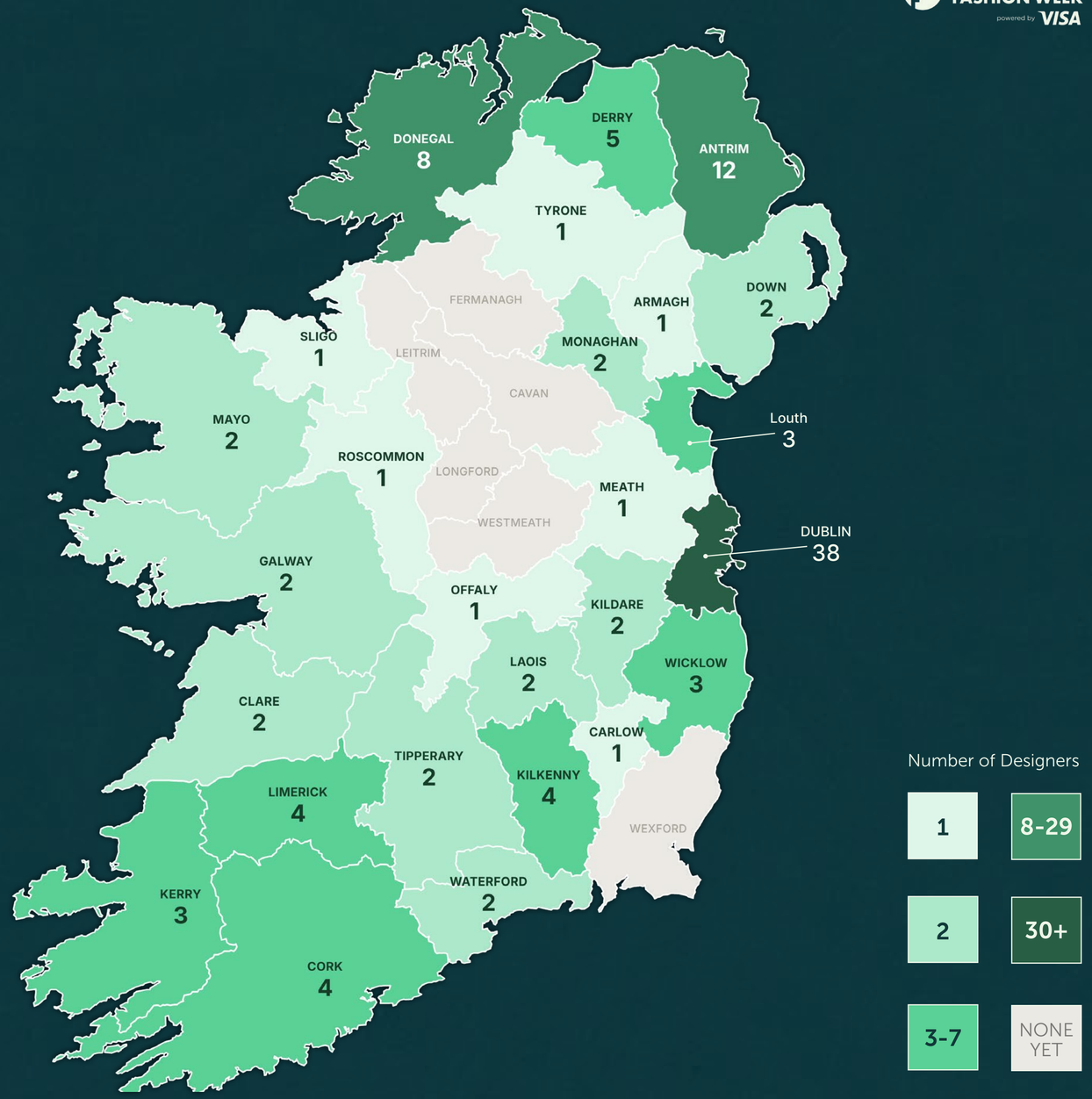
26
Of Ireland's 32 counties

5 of **6**
Northern Ireland Counties

117
Designers supported

6
Further countries of birth: England, Iceland, Moldova, Poland, Ukraine and Zimbabwe

21 of **26**
Republic of Ireland counties



IRISH TALENT SHOULON'T HAVE TO LEAVE TO SUCCEED

71% of Ireland Fashion Week Designers Name Funding as Their Biggest Barrier

Ireland produces world-class design talent, but until 2025 its designers had no **national platform** to build a career at home. For generations, Irish designers have left for **London, Paris or New York** to find the networks, buyers and investment they need, taking their talent, jobs and brands with them.

The 2026 Ireland Fashion Week designer survey shows the scale of the gap. **Funding** was named as the biggest barrier by **71%** of Ireland Fashion Week designers, followed by **studio space** (29%) and **business and finance knowledge** (26%). **Over half** (55%) have **no business bank account**, 68% have **no card machine**, and most graduates leave college as **sole traders** with no clear **route to market**.

In 2026, **35% of Ireland Fashion Week designers expected to earn under €1,000**. Designers also point to a shortage of **seamstresses** and **manufacturers** in Ireland, **minimum orders** at international manufacturers that are too high for small brands, and **difficulty sourcing Irish yarns and fabrics**.

Ireland Fashion Week is **Ireland's first nationwide fashion week** and fashion incubator whose work spans **education, campaign production** and a **fashion week**, equipping designers with the **tools** and **financial support** to grow their businesses. It gives Irish designers a **professional platform** and an **international audience**, without having to leave Ireland.



"WHAT WE DON'T HAVE YET IN TERMS OF ECONOMIC POWER WHEN IT COMES TO OUR FASHION INDUSTRY AT HOME, WE CAN OVERCOME WITH WHAT WE HAVE IN TERMS OF OUR CREATIVE AND CULTURAL POWER."

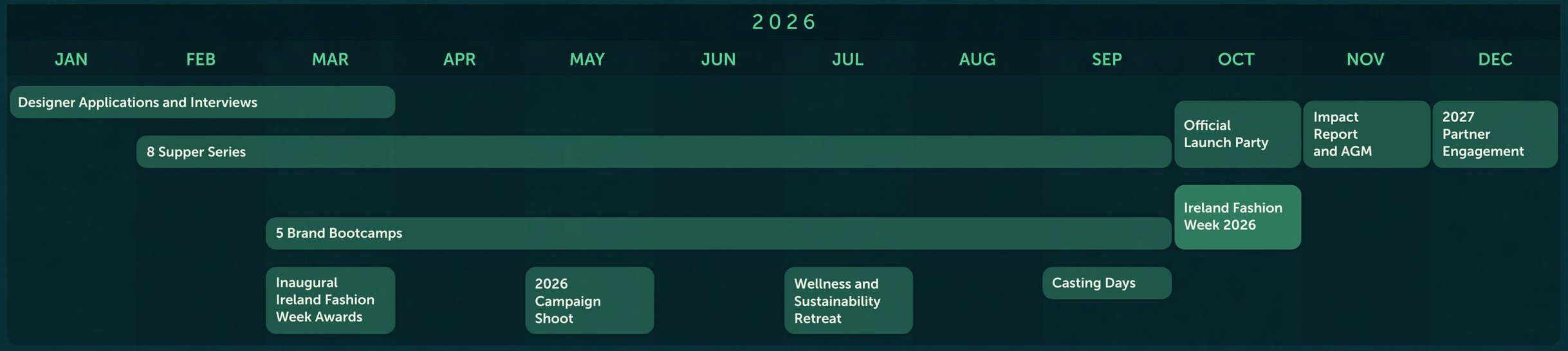
Ashley McDonnell
Founder of Ireland Fashion Week,
speaking to the Irish Examiner

12 MONTHS OF WORK BEHIND ONE WEEK

2026 Fashion Week at a Glance

In 2026, Ireland Fashion Week brought together **91 designers** and **3,300+** attendees across Dublin, Meath and Kilkenny. **12 months** of **designer selection, training, community dinners and campaign production** built towards a full week of shows, showcases and showrooms.

8	Fashion Shows	2	Fashion Showcases	1	Talks Programme	3	Dinners	2	Experiences
1	Showroom	1	Styling Suite	3	Lunches	1	Drinks Reception	5	After-Parties



BUILDING A SUSTAINABLE CREATIVE ECONOMY

Beyond the Runway:
A Year-Round Economic Engine

Ireland Fashion Week supports designers **all year round**. **Brand Bootcamps**, the **Supper Series** and **industry events** bring designers together with leaders from **fashion, government, entertainment and media**, giving them the **commercial skills** and **connections** to scale Irish design globally.

In 2026, **5** free **Brand Bootcamps**, including the Visa Brand Bootcamp, trained **every designer cohort** for its stage, from **runway preparation** to **wholesale** and **B Corp**, with speakers from **Chanel**, **Dior**, **Prada**, **Google** and **Retail Excellence Ireland**.

8 Supper Series dinners built new relationships for Irish fashion. **Two Shores** was co-hosted with the S**cottish Government** in Ireland at the **British Ambassador's** residence, with guests including the **CEO** of **Dublin Chamber**, and **Fashion in the Wild** took Irish design to London on the eve of **London Fashion Week**. Other dinners celebrated **Primark** as **a leading employer** of graduate talent, previewed the campaign with **Soho House** at The Exo Building, gathered **18 stylists** at Alta Verde and opened the season at **Amai by Viktor** during **Michelin week**.

"IRELAND FASHION WEEK HAS SHONE A LOT OF LIGHT ON MANY NEW YOUNG DESIGNERS. IT HAS BROUGHT NEW EYES AND A NEWFOUND HYPE TO THE IRISH FASHION SCENE LOCALLY AND INTERNATIONALLY, AND CREATED AN ENERGY I HAVE NEVER SEEN BEFORE. IT IS AN INCREDIBLE AND NECESSARY PART OF IRISH FASHION."

Rachel Maguire
Founder, RASHHIIID



FREE TRAINING AND SUPPORT FOR EVERY DESIGNER

The Only Fashion Week Providing 100% Free Training & Business Support

Ireland Fashion Week is **the only fashion week in the world** to provide **free training** and **business support** to **all** of its designers. Its approach is built around taking as much of the **administrative** and **financial burden** of **show production** as possible off its designers, so they can focus on designing and producing collections that drive their **sales** and **profitability**.

Ireland Fashion Week **directly employs** and **pays Irish creatives** across its shows and events, a **substantial investment** in the arts. In 2026, it commissioned original artwork from Irish artists for every show and the showroom, with the illustrated invitations reaching over **480,000 views**, and staged **14 live performances**.

It also **runs backstage** at every runway show, an operation of **up to 200 people** across **catering**, **logistics** and **model preparation**, including skin, hair and makeup professionals. In 2026, partner brands **resourced** that operation directly, with hair from **9 L'Oréal Professionnel** salons, makeup by **SOSU**, skin prep by **LumaDoc** and food for every show from **M&S**.



"IRELAND FASHION WEEK 2026 WAS A DEFINING EXPERIENCE FOR ME PERSONALLY AND FOR MY BRAND, AES SIDHE. IT HELPED BRIDGE THE GAP BETWEEN BEING A RECENT GRADUATE AND NAVIGATING THE REALITIES OF ESTABLISHING AN INDEPENDENT FASHION BRAND."

Alex Lambe
AES SIDHE

BESPOKE PLATFORMS FOR EVERY STAGE OF BUSINESS MATURITY

Runway Shows · Showrooms · Showcases

Across 2025 and 2026, Ireland Fashion Week staged **15 runway shows** and fully funded **84 graduate designer places** in its graduate shows, “Irish Sea” in 2025 and “DAMHSA” in 2026. Every stage of a designer’s career has a format. For **mixed** and **solo shows**, Ireland Fashion Week subsidises up to **100% of production costs**, including **models**, **venues**, **lighting**, **audio**, **music**, **artistry**, **security**, **insurance**, **ticketing software** and **general management**.

Solo shows put established designers in front of an international audience of **press**, **VIPs** and **industry guests**: Paul Costelloe, Aoife McNamara, Sinéad O’Dwyer, Brotherwolf, Sasha Donnellan and MNÁ. In 2026, the Irish Roots show brought **10 Irish heritage brands** together on one runway, opened by **Coco Rocha** and closed by **Alana Hadid**. One of them, **Mary O’Sullivan Design**, has since begun a collaboration with **DS Automobiles**, Ireland Fashion Week’s official automotive partner.

The Irish Edit, new in 2026, is the **commercial step** between the graduate show and a designer’s own runway show. It gave **29 emerging labels** across **clothing**, **jewellery**, **millinery** and **accessories** a **shoppable showroom** at 1 Windmill Lane, with the first day for buyers, press and VIPs and the second open to the public, so every designer could sell directly to retail buyers and customers.

Showcases gave new brands their first platform. **House of Amaranthine**, the new fragrance house from Irish artist **Rachelle Cunningham**, launched as **Irish Roots’ Official Fragrance Partner** and grew from around 200 to almost 3,000 followers at its **first public reveal**.

Platform	2025	2026	2027 (E)
Graduate Runway	40	44	60+
The Irish Edit Retail Showroom	-	29	40+
Solo Runways and Showcases	5	8	12+
Mixed Runways	9	10	18+
Total Designers	**54**	**91**	**130+**

GRADUATE SHOW TO SOLO SHOW: HOW DESIGNERS GROW

84 Graduate Places Funded · 12 Returned for a Second Graduate Show · 6 Moved Up to The Irish Edit

DAMHSA was the biggest event of Fashion Week 2026, welcoming **1,038 attendees** across **2 shows**. Its **44 graduates** came from colleges across the island, including **LSAD**, **ATU Donegal**, **Ulster University**, **NCAD** and **Griffith College**. Graduates' press highlights included **Vogue**, **Dazed**, **RTÉ**, **IMAGE** and the **Irish Independent**, and half of graduates want **both employment and support** to run their own brand.

At the **inaugural Ireland Fashion Week Awards** in March 2026, **Oscar Canavan Doyle**, **Áine Doyle** and **Torin O'Neill** were each awarded a €3,000 scholarship through the Ireland Fashion Week **Student Bursary for Young Designers**.

Across 2025 and 2026, **12 graduates returned** for a **second graduate show** and **6 moved up** into The Irish Edit. DAMHSA graduate **August Parish of lunasa.irl** has since been offered **international internships** and the chance to show at **London** and **New York Fashion Week**. Two 2025 graduates have moved into **full-time roles in Irish fashion** after **interning with Primark**.

Looking to **2027**, **89% of designers** want to **return** and **25** want to **step up to a bigger format: 11** graduates to The Irish Edit, **9** Irish Edit designers to Irish Roots and **5** Irish Roots designers to a solo show.



FROM FIRST SHOW TO GLOBAL STAGE

Four Designers Building Their Brands with Ireland Fashion Week



TORIN

Torin O'Neill first showed with Ireland Fashion Week as a graduate designer in 2025, with work drawing on the Irish folklore of the Selkie. In March 2026, he was named one of three Ireland Fashion Week Scholars. He returned for the DAMHSA Graduate Show in 2026, spoke at the Visa Future of Fashion lunch, and saw Alana Hadid wear TORIN during Fashion Week.

"Since first taking part as a graduate in 2025, it has opened so many doors, from receiving the Ireland Fashion Week x Oatly bursary to gaining media exposure, making industry connections and having the opportunity to dress Alana Hadid this year."



BROTHERWOLF

Irish-born Pádraig Whelehan founded Brotherwolf in Melbourne in 2014 and grew it from a barbershop into a lifestyle and fashion brand with customers in the US and Europe. In 2026, he brought Brotherwolf home for its Irish debut, a solo show at Trinity College Dublin's Douglas Hyde Gallery for 250 guests, gaining 6,000 to 7,000 new followers.

"Being Irish, but having built Brotherwolf in Australia, it was an opportunity to bring the brand back to my roots and showcase what we've been building on an international stage."



SASHA DONNELLAN

Sasha Donnellan trained at ESMOD Paris before launching her silk-led label. After her first Ireland Fashion Week show in 2025, she designed Roz Purcell's wedding gown and was named Young Designer of the Year. She returned in 2026 with "The Calling", a solo show on the DÍON rooftop, after which her Instagram following grew by 50%, from 5,000 to 7,500.

"The show was an extremely positive experience that reinforced my position as an emerging designer. It introduced my brand to new audiences, expanded my industry network and connected me with potential clients, while also driving an increase in sales."



Aoife MC NAMARA

Ireland Fashion Week board member Aoife McNamara founded her label in 2019 after interning at Marc Jacobs, and in 2023 it became Ireland's first B Corp certified fashion brand. After showing at Ballynahinch Castle in 2025, she closed Ireland Fashion Week 2026 at Mount Juliet with a collection made in 100% Irish wool, in collaboration with Hunter.

"This year proved that people don't just want to see clothes, they want to feel part of the story behind them, and more people than ever were watching ours."

IRELAND FASHION WEEK DESIGNERS: THE BUSINESSES BEHIND THE BRANDS

1 in 2 Ireland Fashion Week designers who sell online saw sales rise in the 2 weeks after their shows, and **7** saw online sales rise by **more than 50%**.

Business size varies widely across the cohort. Ten brands expect to turn over **€350,000** or more in 2026, including five Irish Roots brands at **€1 million** or more. Most graduates and Irish Edit designers are **sole traders**.

Ireland Fashion Week designers employ **over 400 people** across their businesses and expect to turn over more than **€25 million in 2026**. **33** designers **hired**, or plan to hire, staff specifically for Ireland Fashion Week, and **48** work with, or plan to work with, f**reelancers and contractors**. Ireland Fashion Week designers **invested over €390,000** in samples, travel and production to take part, a significant investment in the Irish fashion economy. **All 91 designer brands responded** to Ireland Fashion Week's 2026 designer survey, a **100% response rate**.

Together, designers gained more than **38,000 new followers** after taking part. Charlotte & Tess reached almost **1 million views** and Sasha Donnellan **450,000**, and 69% of all designers posted **within 24 hours** of their show.

"IT WASN'T SIMPLY A SUCCESSFUL FASHION SHOW. IT WAS A DEFINING MOMENT IN OUR BRAND'S JOURNEY, ONE THAT HAS ACCELERATED OUR GROWTH AND REINFORCED OUR BELIEF IN WHAT WE'RE BUILDING."

Sarah Plunkett-Chadwick
Founder of MNÁ

MNÁ A NEW BRAND'S BREAKTHROUGH

Dublin-born designer Sarah Plunkett-Chadwick, co-founder of Queens of Archive, launched MNÁ just two months before presenting its debut collection, TROY, as a solo show at Ireland Fashion Week 2026.

The show was walked by professional models alongside women including Imelda May, Una Healy, Ivana Miličević, Simone Butler and Róisín O. It led to coverage in Vogue, over 560,000 views and almost 4,000 new followers, and a collaborative post with Ireland Fashion Week alone reached over 213,000 views. The momentum carried into an overwhelming response at MNÁ's Dublin pop-up the following week.





DIRECT PATHWAYS TO COMMERCE

The Irish Edit Showroom

29 designers · 300+ active buyers & shoppers

In its first year, **The Irish Edit** welcomed **600 attendees** across **4 sessions** to meet **29 designers** across apparel, accessories and millinery at Windmill Lane, connecting them directly with retail buyers, press and private clients.

Created in response to **designer demand** for **physical retail channels**, the showroom made sure every designer could take **payments**, with **Worldpay** and **Visa** providing **free payment software and systems** where needed. Designers recorded **€12,624** in sales across **55 transactions**, with **17** of the **29** designers selling in person. **14** designers saw sales rise after the showroom, with most of those sales coming **directly** through their **websites**.

The showroom is already **opening doors to retail**. 10 Ireland Fashion Week designers are now stocked at **The Slow Concept** in **Dingle**: AES SIDHE, Begley & Bowie, Bray Zhang, Caoimhe Powell, Marmala, Nimiiny, Saraden Designs, Sperrin Design, Tadhg James and The Sixth Language.

Designers' top request for 2027 is **more buyers** and more ways to sell during the week, from **pop-ups before Fashion Week** to **buying straight after the show**.

"IT'S ALMOST IMPOSSIBLE TO FIND ANY OF OUR IRISH FASHION DESIGNERS ON THE HIGH STREET."

Laoise O'Connell
Chief of Staff
Ireland Fashion Week

BUILDING THE FASHION WEEK OF THE FUTURE

Circularity, Diversity & Sustainability

Club Tia Styling Suite

36 Graduate Designers · 153 Pieces Borrowed · 49 Looks · Zero New Purchases

The Club Tia Styling Suite brought together over **€150,000** of **Irish design** from **36 graduate designers** in one room. Over **40 guests** borrowed **153 pieces**, which were styled into **49 looks** and worn across **5 events** with **0** new purchases.

Borrowing instead of buying **avoided over 40kg of new clothing** and more than **80 parcel journeys**. The **€8,000 rental value** was provided **free of charge**, and **82% of graduates** said they would take part again next year. Pieces from the suite were worn by **VIPs** throughout the week.

"AS A KNITWEAR DESIGNER WORKING WITH RATHLIN ISLAND WOOL, IT HAS ALSO GIVEN ME A PLATFORM TO SHARE MY PASSION FOR SUSTAINABLE FASHION AND CELEBRATE LOCAL MATERIALS AND CRAFTSMANSHIP."

Tess Carter

Tess Carter Knitwear

Sustainability, Materials and Irish Manufacturing



THE IRELAND FASHION WEEK 2026 CAMPAIGN: "COMING HOME"

Reaching over **20.7 million people**, Ireland Fashion Week's 2026 campaign, **"Coming Home"**, shot by **Damian Foxe** and filmed by **David Willis**, brought together some of Ireland's boldest cultural figures, including **Jamie-Lee O'Donnell**, **Khaki Kid**, **Lauren Whelan**, **Max Hart**, **Ivana Miličević**, **Celia Holman Lee**, **Marwa Noelle Ali** and **Travy**. Set against the raw beauty of **Connemara**, it honours **Irish heritage** while pushing **modern style** forward.

Over 4 days of shooting, Ireland Fashion Week **invested** over **€85,000** directly into the creative industry and the local community, from **set designers**, **lighting technicians**, **stylists** and **makeup artists** to **local cafés**, **accommodation**, **drivers**, **caterers** and **transport**. The campaign features original music by **Denis Sulta** and the voice of **Saoirse-Monica Jackson**.

The campaign featured only Irish designers, giving them **world-class exposure** at no cost, amplified further through a **major national and international rollout**.





514 MILLION+
Worldwide Reach Across Social, TV, Radio, Press & Online

50+
International Press, Media and Creators Hosted

80+
International Guests

47
High-Profile Attendees

CAPTIVATING GLOBAL AUDIENCES

In 2026, Ireland Fashion Week reached over **514 million people** across press, social media and out-of-home, and generated over **1.5 billion global media impressions** across 2025 and 2026. Press and broadcast coverage in 2026 alone generated an estimated reach of **28.1 million** across **222 online**, **print** and **broadcast pieces**, including **108 radio segments** on **20 stations**.

International coverage reached an estimated **419.2 million** people across **57 placements** in titles including **Vogue**, **BBC** and **Dazed**, and global press coverage carried a Media Impact Value of **€443,300**.

Ireland Fashion Week became **one of the only fashion weeks in history to televise all of its shows**, broadcasting to screens around the world through **Virgin Media TV** and **Virgin Media Play**, with a **3-part TG4 series** to come.

In 2025, Ireland Fashion Week joined the ranks of global fashion weeks with a **Warner Bros**. **Discovery** and **HBO Max** production, as **two episodes of Season 14 of Poland's Next Top Model** were shot in Ireland.

Welcoming Global Fashion Leaders

Global fashion leaders and **cultural icons** such as **Coco Rocha** and **Alana Hadid** were in attendance, and wore 9 Irish designers on and off the runway, including **3 graduates**. Hosted VIPs had a combined social following of **over 10 million**.

Ireland Fashion Week also welcomed back **leading Irish creative talent and media voices**, from **Laura Whitmore** and **Lyra** to **Jamie-Lee O'Donnell**, **Saoirse-Monica Jackson** and **Verona Farrell**.

Hosting Global Fashion Media

Through a **curated press programme**, Ireland Fashion Week hosts major international press and media including **Vogue**, **Dazed**, **FashionNetwork**, **BRICKS Magazine**, **Forbes**, **TIME**, **Journal du Luxe** and more, connecting them directly with Irish designers and taking Irish design to audiences globally.

GOOD FOR IRISH BUSINESS, JOBS AND REGIONS

Supporting National Priorities

Ireland Fashion Week supports **national priorities** set out in the **White Paper on Enterprise**, **Creative Ireland**, the **Shared Island initiative** and the **Whole of Government Circular Economy Strategy**. **Dublin City Council**, **Tourism Ireland** and the **British Embassy in Dublin** supported Ireland Fashion Week in 2026. **For every €1 of public funding, Ireland Fashion Week delivered €35 in creative support**.

Enterprise, Jobs and Exports

Ireland Fashion Week generated **€1.4 million in show production value** across **8 shows**, activating a broad SME network of designers, venues, suppliers and hospitality providers. Over **700 roles** were supported across fashion, events, media, hospitality and logistics, and **273 volunteers**, chosen from over **2,000 applicants**, gained hands-on industry experience. About **two-thirds** of designers already sell abroad or plan to, mainly in the UK, the US and France. Ireland Fashion Week brings international press and buyers to them at home.

Tourism and Regional Development

Held in the October **shoulder season** and opening the day after **Paris Fashion Week**, the programme brought business to **hotels**, **restaurants** and **heritage venues**, from **Slane Castle** and **Trinity College** to **Mount Juliet Estate**, and **Tourism Ireland** featured the campaign in its international release. Designers come from **26** of the island's **32** counties, including **5** of **Northern Ireland's 6**, and events have reached **Ireland's Ancient East**, **Ireland's Hidden Heartlands** and the **Wild Atlantic Way**.

Championed by Visionary Brand Partners

In 2026, **40 national and international brand partners** invested funding, services and expertise in Ireland Fashion Week, from **Visa**, **Samsung**, **L'Oréal Professionnel**, **M&S**, **Primark** and **DS Automobiles** to Irish brands including **Guinness**, **Teeling Whiskey**, **SOSU** and **At One**.

As Title Partner, Visa ran across the **full programme**, from exclusive **cardholder access** and a free public day at the **Visa Studio** for **over 200 attendees** to over **143,000 digipanel plays** for the **"Coming Home" campaign**.





SHAPING THE NEXT CHAPTER

What's Next for Ireland Fashion Week

Expanding to 100+ Designers in Year 3

Ireland Fashion Week will showcase **100+ Irish designers** in **2027**, up from **54** in **2025** and **91** in **2026**, widening the platform for established and emerging talent.

Increasing The Impact Of a Year-Round Events Programme

Building on Ireland Fashion Week's **annual programme** for a **year of activations** that focus on **education** for designers and recognition for their brands.

Solidifying Government-Backed Partnerships

Strengthening partnerships with Tourism Ireland and city councils, deepening the relationship with **government bodies** to further Ireland Fashion Week's impact and **strengthen its offering** through **funding initiatives**.

Increasing International Press coverage

Ireland Fashion Week will target coverage in **WWD**, **The Business of Fashion** and other **leading global fashion titles**, opening international demand and wholesale opportunities for Irish brands.

Creating Ireland's First Fashion-Week TV Show

Working with **Virgin Media Television** on a dedicated I**reland Fashion Week programme**, building on Poland's Next Top Model and features on Virgin Media and TG4.

CLOSING REMARKS

Following a landmark year for Irish fashion, Ireland Fashion Week continues to **champion** its **designers**, **creatives** and **brand partners** as it expands its reach and builds a lasting **creative legacy** in **Ireland**.

Its ambition is only getting started. Fashion is a **vital engine** for Ireland's **economy**, **culture** and **creative employment**, and the world is taking notice. This is the era where Ireland claims its place as a **global fashion powerhouse**.

Ireland Fashion Week 2027 runs from 6 to 11 October across the island.

hello@irelandfw.com
@irelandfashionweek

