

# WHO WE ARE

## ► BACKGROUND

We are Brandmark, Lee, Lucy, and Gerry, an agency with a passion for design, fashion, and function. Together, we bring a curated mix of international lifestyle and accessory brands to the Irish market, focusing on products that combine creativity with everyday usability.

Our portfolio includes some of the most exciting names in contemporary design: Secrid, Izipizi, Cluse, Chipolo, Eat My Socks, DOIY, and Estella Bartlett. Each brand is carefully chosen for its innovation, style, and ability to connect with today's consumer.

In our Dublin-based showroom, we have provided an inspiring space for buyers to discover new collections for over 15 years. Our neighbours include leading names like Mos Mosh and Carhartt, placing us at the heart of Ireland's fashion and lifestyle hub.

## VALUES

At Brandmark, we believe in building strong, long-term partnerships. With a keen eye for trends, a commitment to service, and a shared love of great design, our mission is simple: to connect world-class brands with the Irish market in a way that feels fresh, relevant, and exciting.

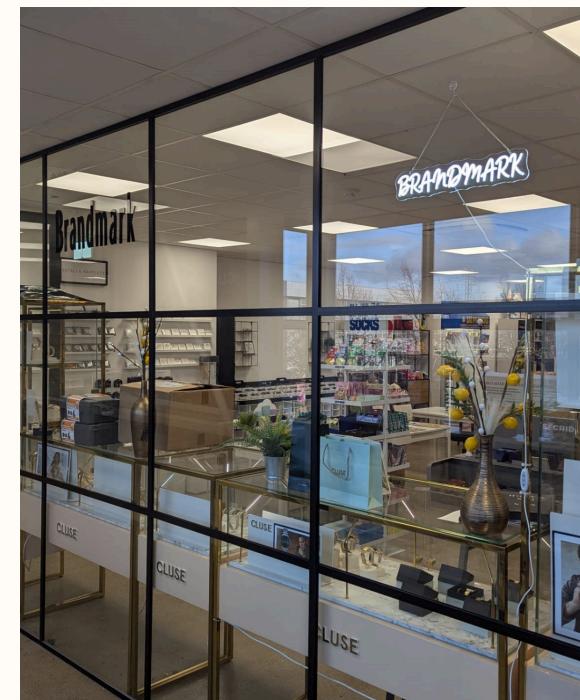
## GOALS

Our goal is simple: to work collaboratively with our retail partners, offering them quality products from global brands that resonate with their customers.

# VISIT US



BRANDMARK AGENCIES  
SUITE 5, UNIT 14 FASHION CITY  
BALLYMOUNT  
DUBLIN, IRELAND  
D24X6CT

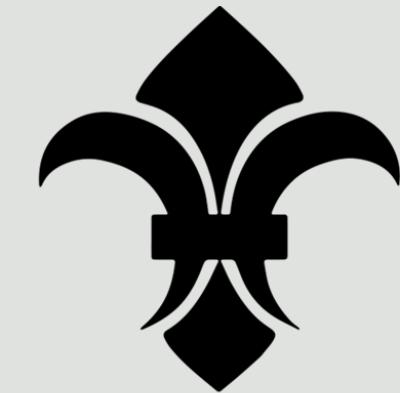


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@Brandmark Agencies



**BRANDMARK**  
DESIGN - FASHION - FUNCTION

# BRAND PORTFOLIO

At Brandmark, we proudly represent a carefully curated portfolio of global lifestyle brands that balance design, fashion, and function. Each one brings something unique to the Irish market:

**SECRID**

**IZIPIZI®**  
PARIS

**CLUSE**

**chipolo**

**DOIY**

**EAT MY SOCKS**

ESTELLA BARTLETT

Together, the brands we represent reflect our commitment to offering retailers quality products with strong global appeal and a proven track record of success.

## OUR TRADESHOWS

Twice a year we exhibit at the RDS in Dublin, taking part in both Showcase (January) and the Autumn Gift & Home Fair (August). These key events give us the opportunity to present new collections, connect with retailers, and strengthen partnerships.

We regularly invite members from our brands to join us, as we believe their presence is essential, helping them to better understand the Irish market, meet buyers face-to-face, and communicate their brand values directly.



## PROJECTS

We work closely with our retail partners to create impactful brand experiences in-store:

- Brown Thomas Dundrum introduced a Secrid Piaggio APE display, which has since doubled the brand's revenue in the store. We also installed an engraver, enhancing the customer experience and maximising sales.
- Arnotts - We have a full Secrid shop-in-shop build for the last 7 years and added a dedicated staff member and a secondary point in the store to support sales and service.

Across all stores, we provide staff training to ensure every team member is confident in representing our brands and communicating their values effectively.

