

KILKENNY

Discover Irish Design



Webinar from the Kilkenny Group

Evelyn Moynihan



What I will cover today:

- Story of Kilkenny
- Current landscape
- Importance of ecommerce now and into the future
- New innovations we are pursuing with MU & IT Tralee

Who we are:

- Set up by Government in 1963
- 17 stores, 5 restaurants, 1 online site Kilkennyshop.com
- 72% of what we sell is Irish designed/made
- Omnichannel approach is key



Champion Irish Designers & Makers

Impact of Covid-19:

- Temporarily closed our shops & restaurants , 16th of March
- Growing on line & telesales channels
- In planning mode for when we re-open
- Roadmap to recovery

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Promoting
Irish Design



Surge in omnichannel
growth

Country will be
in a recession

Cocooners will
be slow to
emerge

Everyone's Home is
their Castle

Health is our wealth

A New Consumer & a New
Marketplace will require a
New Kilkenny

Bricks &
Mortar retail
will require
Innovation

Little Tourism
coming into
Ireland

Businesses/
Workplace will
change

Sustainability
is NB

Discover Knitwear

Shop Irish Knitwear

Worldwide Delivery Low Cost Postage

Free Delivery On Orders over €49

Corporate Gifts

Secure B.

Discover Beauty

Shop Beauty

Hand-Crafted Pottery

Shop Pottery

Love Chupi

Shop Jewellery

Discover Home

Shop Homewares

Growing ecommerce

- +310% since Covid 19
- Will go from 5% of our business to 15%
- New telesales channel
- Investing in New areas
- Innovation project with MU & Tralee Institute

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Using the data to drive new insight & new revenue



Searching for a special gift?

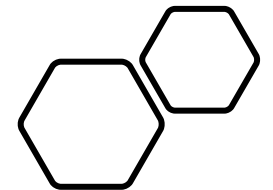
We know it can be hard being away from loved ones during these times.

Suzanna from our Customer Service Team is here to help you choose the perfect gift for a special occasion or to simply let someone know you are thinking of them.



Call our friendly Customer Service Team
on 021-4308392
Monday to Friday 8.30AM – 6PM
Saturday & Sunday 9AM – 5PM

Remote Salesperson Service



Virtual & Augmented reality



Closing thoughts:

- Changed Customer and Marketplace = Changed Kilkenny
- Invest in ecommerce, particularly the key people and infrastructure for growth
- Innovation project with MU & IT Tralee is key to unlocking future growth
- Tough year ahead, yet need to stay positive
- All in this together



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As a thank you

10% Discount for shopping with
Kilkennyshop.com across the month of
June: Webinar10