

Made in Ireland: QVC to showcase Irish design on US TV

Enterprise Ireland and Tourism Ireland collaborate with video commerce giant [QVC](#) to bring Irish design before millions of US customers across QVC's broadcasts and digital platforms.

Three live 'Made in Ireland' shows will bring the best of Irish design to a US audience.

A collaboration between US video commerce giant QVC, [Enterprise Ireland](#) and [Tourism Ireland](#), the shows will be broadcast across QVC's TV channels, its streaming service, various mobile apps, social media pages and websites in the US.

This year, QVC's 'Made in Ireland' broadcasts will take place at Ballyseede Castle in Tralee, Co. Kerry on 7 and 8 September and will feature Irish-made apparel, jewellery and homewares from some of Ireland's most notable brands, including West End Knitwear, Aran Craft, Connemara Marble, Charles Gallen, Killarney Crystal, and Fadó.

Live shopping experiences

"We're excited to work with Enterprise Ireland and Tourism Ireland on these innovative livestream shopping experiences," said Mary Campbell, chief Content, Digital and Platforms officer at QVC US.

"We are constantly developing fresh programming with exciting products to delight our passionate community of engaged customers, and these 'Made in Ireland' broadcasts are a wonderful addition to our lineup. We look forward to showcasing the best of Irish design and celebrating our Irish vendors and the beautiful landscape of the country throughout the year."

The shows will deliver an important platform and selling opportunity for Irish craft producers, while also showcasing the island of Ireland.

"Enterprise Ireland has a long-standing relationship with QVC, which provides an important and unique platform to showcase Irish craftsmanship to audiences in the USA," said Leo Clancy, CEO of Enterprise Ireland.

"QVC is one of the biggest buyers of Irish-made items worldwide, delivering huge exposure and sales potential to the featured brands. For Irish vendors that secure the highly sought-after slots on the shows, it represents significant value. Broadcasting the QVC 'Made in Ireland' shows live from Ireland brings an even more authentic Irish experience to viewers and we are delighted to collaborate with Tourism Ireland and QVC to make this happen."

Enterprise Ireland and Tourism Ireland collaborated with QVC earlier this year to deliver a co-production for QVC's 32nd St. Patrick's Day 'Made In Ireland' broadcast, live from Ashford Castle in Co. Mayo.

"As well as showcasing our unique and authentic crafts, the shows will shine a spotlight on the island of Ireland, reminding millions of viewers across the US about our rich culture and heritage, our spectacular scenery and fantastic accommodation options and will help ensure that Ireland stays 'front of mind' with prospective visitors," said Niall Gibbons, CEO of Tourism Ireland.