

# BACC. PAGES

## Dillad Arfordir Clothing

Dillad Arfordir Clothing was founded back in 2017, in an Ysgol David Hughes classroom, by Sixth Form Students Siôn Emlyn Davies and Siôn Owen when participating in the Enterprise and Employability Challenge. Since then, the business has flourished. Siôn Emlyn Davies explains more...

'Over the past few months, we have been busy processing orders for our clothes, as well as being fortunate enough to have won 'The Best Business Skills Award in the Sixth Form Category' in the Big Ideas Wales Award Ceremony. This was a confidence boost for Siôn Owen and I, and showed us that we were heading in the right direction. Immediately we received numerous messages from the press wanting to know our story. This meant that we were flourishing as entrepreneurs, but we also knew that we were heading in the right direction as partners.'



Since the award ceremony, we have been fortunate enough to sell our products in The National Eisteddfod and The Anglesey Agricultural Show, and also received a message from the S4C Show Heno, wanting our story to feature on the show. The singer and presenter, Elin Fflur came to our school to interview us, and we had a 5 minute slot on the show. We gained a mass of publicity afterwards, which lead to us expanding our range of products.

The clothes (varying from hoodies and t-shirts to swimming shorts) that Arfordir design, represent Anglesey and North Wales and its meaning to us 18 year olds. The logo 'Arfordir Since 2017//Ers 2017' means a great deal to us. Arfordir translates in welsh to 'Coast'. Anglesey, as an island is surrounded by it. Shortly after the advertisement on Heno, we received a message from BBC RADIO CYMRU; they also wanted to interview us. The interview was in Welsh and Ifan Jones Evans increased our publicity even more.

We believe, that by selling a product that signifies North Wales, we can also get a great deal of publicity

We have created a unique clothing company which revolves around the lack of local Welsh retail companies in North Wales. We want tourists, and local people to feel accounted for and be able to buy locally designed, locally manufactured and locally sold clothes.

We want to open our own shop on the island, because at the moment we only provide clothes through the internet. As we are only 18 and lack business experience, we want to explore the world of business through engaging in different opportunities and take opportunities along the way.

At this moment in time we provide unisex clothing and in the near future we hope to expand our variety of clothing by introducing children's wear, men and women too. A dream for us would be to gain experience but also to experiment with different kinds of clothing. We do get feedback from customers saying that different sectors of clothing would be suitable for them, but at this moment in time it isn't possible financially.

To close, our business is performing extremely well through our eyes and our goal, that is expanding, is coming true day by day.

<https://www.dillardarfordirclothing.co.uk>

