



Munster mum Tammy Darcy has just launched www.theclothesline.ie, a new concept to hit the Irish market, and a godsend for parents of young children. The website offers a new national system whereby parents can submit their outgrown, maternity, babies and children's clothes and exchange them for more suitable items. The items are practically new, and of excellent quality and are on offer at hugely reduced prices.

"There has been a huge resurgence in the past few years of activities such as clothes swapping parties, and many parents are now buying their children's clothes online, as high street prices just don't reflect the current economic situation", says Tammy Darcy, The Clothes Line founder, and mother of three, "the website rewards its members with credits for the items they submit which can then be used towards new purchases, cutting the prices even further."

The website launched on February 5th, and there has already been massive national interest, with members spreading the word on parenting chat rooms and social networking sites. "I've already been inundated with enquiries", says Tammy, "which is great as it allowed me to build a bank of clothes to offer from the launch date. The beauty of the site is that the more people that join, the more items we can offer, and the lower we will keep the prices, so it's worth it for the members to spread the word!"

Tammy feels that even though the economic situation may start to improve in the next few years, parents will have learnt to be more resourceful and savvy when it comes to shopping for a long time to come, "we've all learnt some hard lessons, myself included," she jokes, "most of us have realised that we can still have fashionable quality clothes, but we don't have to blow the bank to get them. Bargain hunting has become more of a way of life than it used to be, and we're not ashamed to brag about how clever we are when it comes to stretching our budgets."

Tammy has spent the last eight months developing the site, having spent many years researching the idea. When she was made redundant shortly after the birth of her third child, Tammy decided to bite the bullet and start the business herself. With a background in retail management, Tammy feels she has a strong knowledge of the market; furthermore, her business idea is filling a significant gap in the Irish market.

“Parents can get involved at any stage, submitting their maternity clothes to gain baby clothes, and so on right up to older children,” says Tammy, “it’s a win win situation! We encourage a community culture on the site so we stay in touch with all our members, and keep them up to date with how the site is doing via our blog.”

To get involved email info@theclothesline.ie , visit the website www.theclothesline.ie , or phone Tammy on 051-380657

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