

# Best in Class

We are delighted to introduce **Lara O'Byrne** as our Brand Ambassador. Lara epitomises the high standards we want to help you attain. A Graduate of Trinity College Dublin, Lara is a National Champion, Social Media star and a trailblazer in women's sport. In August Lara will compete in the Women's World Decathlon and over the Summer we will chronicle her path to the Championships.

**A**t 23 years old, I find myself reflecting on the journey that has brought me to where I am today. I am a graduate of Trinity College Dublin, with a degree in environmental science, a heptathlete and a social media content creator.

Sport has always been a huge part of my life. I vividly remember unwrapping a tiny skateboard on Christmas morning, igniting a passion for physical activity that would shape my future. From that moment on, I immersed myself in every sport imaginable. Football seemed like the obvious choice, but fate had other plans. At the age of 9, I found my calling in athletics, eventually becoming a heptathlete.

Choosing one sport was never easy for me, and neither was selecting a single event. The heptathlon, with its diverse range



of disciplines, felt like the perfect fit. Yet, balancing rigorous training with academic responsibilities proved challenging. While my friends enjoyed social gatherings, I dedicated myself to my sport, driven by an unwavering determination to succeed.

From a young age, I wanted to study at Trinity College. I held onto the belief that Trinity was meant to be. However, I knew that it wasn't going to be an easy

task. My journey through college was not without its obstacles. In my third year, I was diagnosed with ADHD, a revelation that posed new challenges in an already demanding academic environment. Despite having some problems with concentration during lectures, I persevered, refusing to let adversity define me. Graduating with a respectable 2.1, I emerged stronger and more resilient than ever before.

***"Sport has always been a huge part of my life"***





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By George Tewkesbury

## ***"Life, to me, is the ultimate gift – a sentiment I strive to embody in everything I do"***

Since leaving college, I've embarked on entrepreneurial ventures, driven by a desire to pave my own path. My latest endeavour – a wetsuit company – has encountered its fair share of hurdles, but setbacks only fuel my determination to succeed. Alongside my business pursuits, I've cultivated a significant presence on social media, amassing a combined following of over 80k. What began as a platform to share snippets of my daily life on TikTok evolved into a thriving community, reminding me of the boundless opportunities that await those who dare to dream.

Life, to me, is the ultimate gift – a sentiment I strive to embody in everything I do. My journey serves as a testament to the power of perseverance and self-belief. I firmly believe that success is not a finite resource; there is

ample room for everyone to thrive. My advice to others? Celebrate the achievements of others and embrace the journey towards your own success. Envy has no

place in a world brimming with limitless possibilities.

In essence, I am a dreamer, an athlete, and an entrepreneur, fueled by an unyielding optimism for the future. 🏃‍♀️

