# Olivia Attwood’s fashion brand faces strike-off amid financial troubles as TV career soars



Olivia Attwood’s luxury clothing brand, We Are Foolish, faces the prospect of being struck off just over a year after the TV personality stepped down from the company to focus on her burgeoning career in television and radio presenting.

The 33-year-old launched We Are Foolish as an online fashion business in November 2021, marking the occasion with a high-profile party attended by numerous celebrities from the entertainment industry. Olivia was the public face of the brand, frequently modelling the designs on the company’s social media platforms and contributing to the creative process behind the clothing.

However, as Olivia’s television career took off with a string of new projects, she resigned as a director and shareholder of the company in January 2023, citing an increasingly demanding schedule that left her unable to devote adequate time to the business.

Despite her departure, We Are Foolish continued to operate, but recent filings with Companies House have revealed significant financial difficulties. Last month the company received a strike-off warning for failing to file its accounts for the latest financial year. The most recent accounts, dated 2023, show the business carrying debts of £139,919 and owing £275,528 to creditors.

In an effort to clear stock, the brand has heavily discounted its luxury clothing range on the website, with items such as blazers marked down by approximately 90%, from £180 to £31.99, and bomber jackets reduced from £250 to £37.99.

A source speaking to MailOnline explained that Olivia’s decision to resign was driven by her increasingly busy work commitments, which prevented her from dedicating sufficient time to We Are Foolish. The source said, "Olivia decided to resign over a year ago as her busy work schedule prevented her from giving enough time to the brand."

Olivia had spent three years developing the brand before its launch and expressed pride in the collection she created. At the time of launch, she described the label’s aim as providing "timeless wardrobe essentials" for people seeking high-quality pieces with longevity. Speaking to The Sun, she said, "I've grown up so much in the past four years and I think my style has evolved. There will be people my age and older who want to invest in quality pieces that will last from season to season." She also reassured potential customers, stating, "I would never put my name to something unless it was fully right."

We Are Foolish attracted attention from several notable figures in entertainment, including singer Fleur East, actress Katie McGlynn, and fellow Love Island alumna Georgia Harrison, who were seen wearing pieces from the collection.

Following her withdrawal from the fashion venture, Olivia’s career accelerated. She has built a substantial portfolio of projects with ITV, including documentary-style shows like Olivia Attwood: Getting Filthy Rich, Olivia Attwood: The Price of Perfection, and Olivia Attwood's Bad Boyfriends. Additionally, she is a regular panelist on the daytime show Loose Women, hosts her own podcast titled Olivia Attwood’s So Wrong It’s Right, and recently took on a presenting role at Kiss FM with The Sunday Roast, co-hosting alongside Pete Wicks.

Reflecting on her career evolution since first gaining public attention on Love Island in 2017, Olivia recently discussed the realities of documentary making in an interview with You magazine. She said, "Documentary making is not glamorous, covering stories takes time, it's laborious, there's a lot of waiting around in crew vans, it's not the glamorous side of TV but it's so rewarding." She added, "You are right there in it with the story and there's something so humbling about meeting people that lead extraordinary lives, and they don't know me but they're willing to share personal, deep things with me and it feels like a huge privilege."

The financial challenges facing We Are Foolish come amid Olivia Attwood’s success across various media platforms, as she increasingly focuses her efforts on her presenting and broadcasting career. The company’s future remains uncertain as it navigates significant debt and regulatory warnings at Companies House.

Source: [Noah Wire Services](https://www.noahwire.com)