

HEATHER NASHELLE

NASHELLE JEWELRY



ABOUT

What shattered me has made me, and this is my story about my journey back from the dark. I was raised in home riddled with abuse and neglect.

I made up my mind by age 16 that despite a learning disability and a very low GPA, my next move was out, no matter the direction that would be. I packed the essentials and tiny pieces of my broken life. I hit the road and never looked back.

Out. What a feeling. But you know what's hard about rushing to get away without knowing where you're going? Everything.

I had big dreams; like becoming a performing artist, and being the next Madonna. I decided to chase love, chaos and adventure instead. I traveled around the US living, breathing, running, loving...and by the age of 22, I was lost, broken, and had no clear vision of my future self.

I was in pieces. Seeking some direction and structure, I enrolled in a metal arts class at the University of Alaska Southeast. When I turned those torches on for the first time, I watched the metal transform in my finger tips and I knew. I was finally home. One class changed the trajectory of my entire life. I don't think I could possibly sum up my gratitude for that singular decision.

By 28, I had my first baby, entered into my first national jewelry trade show, landed my first big order with BCBG, opened doors with retailers around the world, was graced in magazines, on celebrities and in TV shows. My team and I were only getting started. We prepared our portfolio and had an astounding multi-million dollar evaluation. From a metals class to the front row of NY fashion week...I did it.

Just because you did it, doesn't mean it's done. Here I am, 20 years later, 2 marriages, 6 kids, rehab, stories of heartbreak, disappointment and devastation coupled with experiences of finding myself and triumph.

Nashelle Jewelry is a standing success selling all over the U.S, with partners like Nordstrom and Anthropologie. We pay it forward with every single sale by donating food for those in need. On paper, I made it. In life, I made it. But what's next?

It is my greatest desire to empower people to walk through their unknown and life rattling chapters. I struggled to get to the top, so who am I if I don't use this platform to speak from? I want to know the bad girls, the gritty kids, this misfits and the outsiders. I want to inspire the next generation of entrepreneurs and survivors. If you've got a story, lets re-write it. I call this chapter..."It's Lit," because we're going to burn it all down and rise from the fire.

RATE SHEET

STATIC POSTING ————— \$500+

500 Words or less

High resolution image

Posted on Instagram and Facebook

Add On: 3 Slide Story with Swipe Up Link +\$250

PUBLIC SPEAKING ————— \$1000+

4 Hour Appearance

Attendance Promoted on Social Media

Event Recap on Social Media

PARTNERSHIPS ————— \$1500+/Month

Recurring Posts

Recurring Stories

Details TBD

PARTNERSHIPS

ANTHROPOLOGIE
BCBGMAXAZRIA
NORDSTROM

CONTACT

☎ 630-373-3554

✉ PR@socialandmarket.com

Have other collaboration ideas?
Get in touch with us via email

INSTAGRAM STATS



 heather.nashelle

14.8k+
FOLLOWERS

7.5%
ENGAGEMENT

66%
WOMEN

1k
AVG. LIKES
PER POST

1.7k
AVG. POST
IMPRESSIONS

900
AVG. STORY
IMPRESSIONS

 nashellejewelry

64k+
FOLLOWERS

2.8%
ENGAGEMENT

82%
WOMEN

1.5k
AVG. LIKES
PER POST

4.2k
AVG. POST
IMPRESSIONS

39k+
AVG. STORY
IMPRESSIONS