

SHOEWEЛRY SHOP

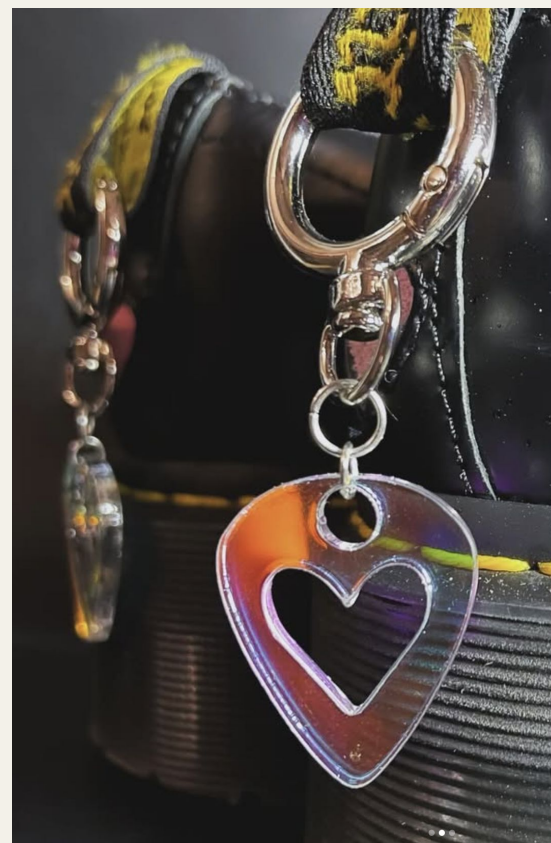
Curated shoe charm packs for bold, expressive style.
Now available for retailers, boutiques and bulk buyers.





SHOE JEWELRY

Give your customers a fresh way to personalize their footwear with Shoewelry Shop's bold and stylish shoe accessories. From trendy charms for boots to playful add-ons for sneakers, our curated packs let people customize their look and express their personality.



Personalization is one of the biggest trends in fashion—and Shoewelry is the perfect way to tap in. Affordable, eye-catching, and easy to wear, these accessories are a must-have for fashion-forward shoppers looking to stand out with every step.

APPEALING PRODUCT

Shoe accessories are the perfect add-on product for retailers looking to increase sales and attract style-savvy shoppers. Easy to stock and display with high-margin & low-effort.



We also offer custom curated packs to match your brand, theme or customer style. Collaborate with us to create exclusive charm sets that align with your vision.

CUSTOM ORDERS AVAILABLE

MARKET OPPORTUNITY

- **Trend:** Growing demand for customizable and expressive fashion accessories.
- **Footwear Industry:** \$365 billion globally, with accessories becoming a rising segment.
- **Consumer Behavior:** Increasing preference for affordable, versatile style enhancements.
- **Gap:** Limited stylish, small-scale footwear accessories in the market.

MARKET OVERVIEW

Segment Insights: The market is divided into various segments, including athletic and non-athletic footwear. The non-athletic segment, which includes fashion boots and casual shoes, holds a significant share and is expected to continue its growth trajectory.

Footwear Industry: In 2023, the global footwear market was valued at approximately USD 438.62 billion and is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.3% from 2024 to 2030, reaching around USD 588.22 billion by 2030.

MARKET TRENDS

- **Customization and Personalization:** Consumers are increasingly seeking unique and personalized products, driving demand for accessories like boot and lace charms that allow for individual expression.
- **Charm Culture & Collectibility:** Charms are gaining momentum as a fashion trend; their versatility and mix-and-match appeal make them highly desirable for consumers looking to customize footwear and accessories with ease.



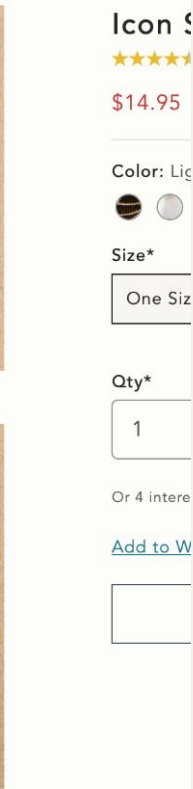
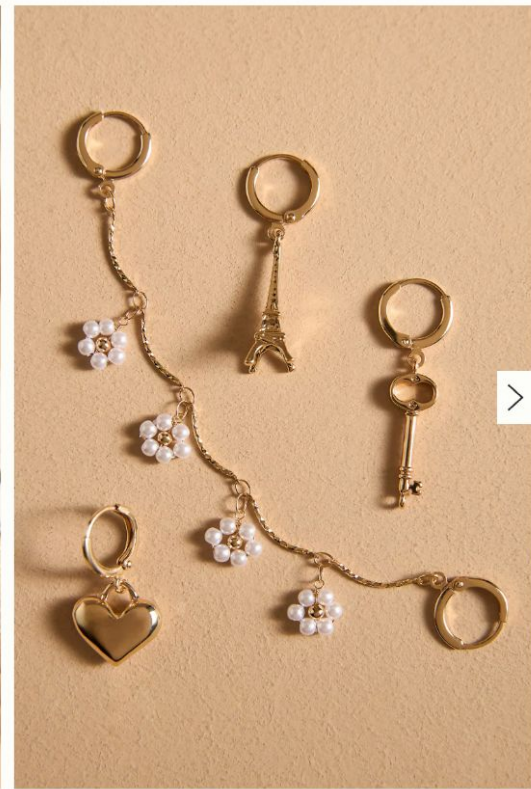
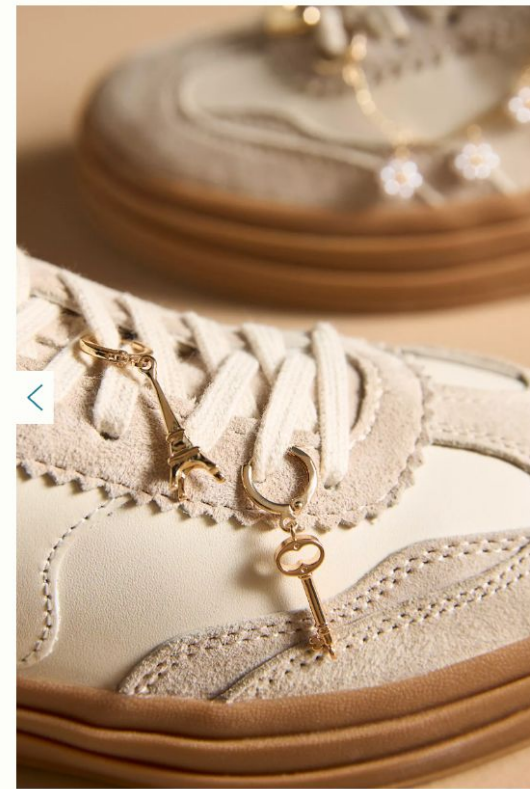
PRODUCT FEATURES & BENEFITS



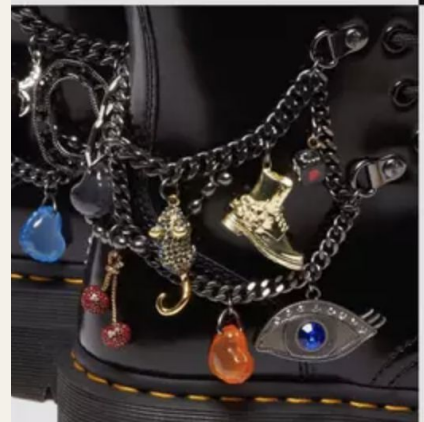
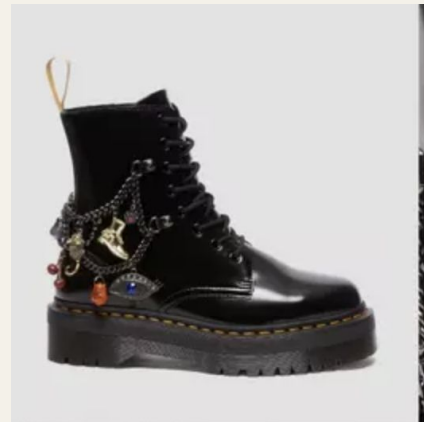
- **Designs:** Wide variety of styles, from minimalist to bold and colorful.
- **Materials:** High-quality, durable, and lightweight materials.
- **Attachment:** Easy to attach and remove; compatible with most footwear.
- **Packaging:** Comes in easy-to-stock packaging or (optional) custom-design packaging for branded events, promotions or private label use.

- **Mix-and-Match Appeal:** Charms are designed to be interchangeable across packs, encouraging repeat purchases and collection building.
- **Seasonal & Limited Editions:** Rotating themes and limited drops keep customers engaged and give retailers fresh inventory to promote.
- **Gift-Ready Presentation:** Attractive enough for gifting—great for impulse buys, holidays, and stocking stuffers.
- **Unisex & Multi-Age Appeal:** Designed to resonate with multiple age groups and genders, broadening market reach.





SHOEWEJELRY TRENDS





Shoe Charm & Pin Pack
★★★★★ 27 Reviews
\$20.00

Color: Gold Bow
[Color Selection Icons]

Size*
One Size

ADD TO BAG

Or 4 interest-free installments of \$5.00 with Klarna. ⓘ or [Afterpay Icon] ⓘ

[Add to Wish List](#)

Free Standard Shipping on US Orders
Arrives by Fri, May 30 to 97229 [More Shipping Options](#)

We're sorry, this item is not available for pickup
Brewery Blocks



Shoewelry Shoe Charm Pack

[Shop all Jellypop](#)

\$19.99

or as low as 4 payments of \$5.00 with

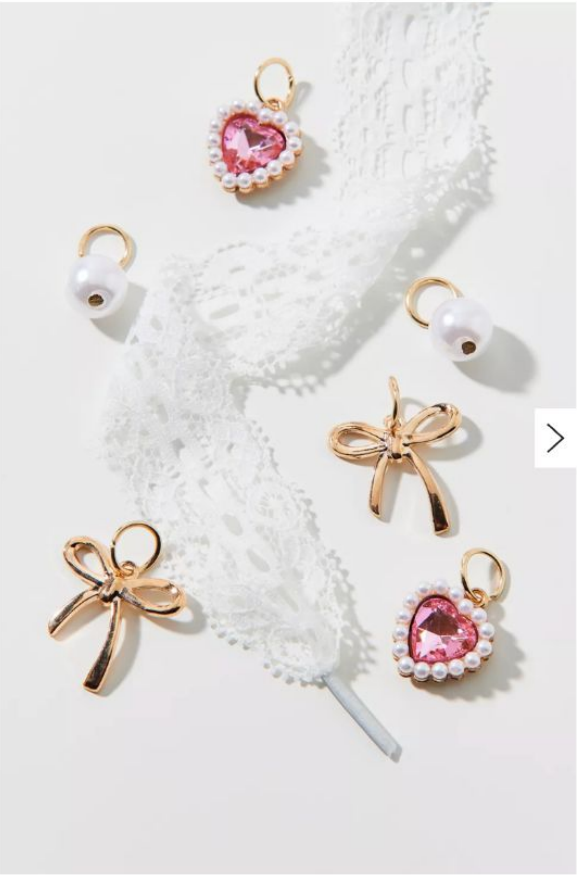
Klarna ⓘ or ZIP ⓘ

★★★★★ (0) Write a review

Color: Gold



ONLINE & RETAIL PRICES



Shoelace Charms Set
★★★★★ 15 Reviews
\$20.00
Top Rated

Color: White Lace + Bows
[Color Selection Icons]

Size*
ONE SIZE

[Size Guide](#)

Add to Bag

Or 4 interest-free installments of \$5.00 with Klarna. ⓘ or [Afterpay Icon] ⓘ

[Add to Wish List](#)

[View Full Details](#)



20+ views in the last 24 hours

\$15.75 ~~\$21.00~~ 25% off

Sale ends on June 13

Shoe Charms for Sneakers, Boots, Sho
Build Your Own Custom, Personalized,
Accessory | Cute, High School, Gift

JoLynnCorner ☆★★★★

✓ Arrives soon! Get it by May 30-Jun 2 if you c

How many charm accessories?

4 Charm Accessories

Add your personalization

Example: Charm #E42, #F56, #G23
Please triple check your charm choices! Read t
for additional information.

BULK ORDERS: SHOELACE PACKS



Shoelace Charm Details:

- Package Dimensions: approx 2" (W) x 4" (H)
- Charm Size: Approx. 5mm x 10mm (varies by design)
- One set includes four lace charms (unless custom order specifies)
- Material: High-quality metal alloy (some have color & enamel protectant)
- Metal Type: Durable zinc alloy with a polished finish
- Clasp Type: Secure round clasp for easy attachment
- Durability: Tarnish-resistant and designed for long-term wear
- Custom orders may require different materials

Shoelace Charm Pack (4pcs)

MSRP: \$14.99 - \$19.99


- **Low Quantity Pricing**:**
 - Beginners Pack (1 - 49): \$6.75 per set
 - Basic Pack (50 - 249 units): \$6.50 per set
 - Bundle Boost Tier (250 - 500 units): \$5.99 per set
- **Minimum Order MOQ:** 25 units
- **Retailer Profit Margin:** ~ 46.7 – 70%
- **Lead Time:** 2 – 3 weeks from order confirmation

Shoelace Charm Pack (4pcs)

- **Volume Pricing:**
 - Scale-Up Tier (1,000 - 4,999 units): \$5.75 per set
 - Expansion Tier (5,000 - 9,999 units): \$5.25 per set
 - Enterprise Tier (10,000+ units): \$4.99 per set
- **Minimum Order MOQ:** 1,000 units
- **Lead Time:** 4 – 5 weeks from order confirmation
- **Distribution Agreements:** Flexible terms; reach out to discuss.

Distributors must ensure retailers maintain MSRP as part of our MAP agreement.

CURRENT ORDERS AVAILABLE



SHOEWE LRY SHOP

ACCESSORIZE YOUR SHOES

Sweetheart Set

\$15.99

Sweet Heart Set – Romantic Shoe Charms with a Playful Touch

Fall in love with your footwear! The **Sweet Heart Set** is a charming collection of delicate shoe accessories featuring **heartfelt designs** like hearts, angel wings, and cherries—symbolizing love, joy, and a little bit of sweetness. Whether you’re adding a romantic touch to your sneakers or dressing up your boots, these charms bring the perfect balance of **cute and classy** to every step.

- ♥ **Easy Clip-On Design** – Instantly elevate your shoes!
- ♥ **Soft, Feminine Aesthetic** – A sweet statement for any style.
- ♥ **Lightweight & Durable** – Designed to shine without weighing you down.

Let your shoes do the talking—add a little love with the **Sweet Heart Set**! ♥


Quantity:

[Add to Cart](#)

[Tech Specs...](#)

Current Packs Available For Purchase:

- Sweetheart Set: Cherries, Wing, Rose, Heart
 - Rebel Rock Set: Cherries, Star, Bolt, Music
 - Dainty Gold Set: Heart, Wing, Key, Star
 - More Packs Coming Soon
 -
-
- Contact Us for Specific Charm Designs (Gold, Silver, etc)
 - Limited styles available in Silver



SHOEWE LRY SHOP

ACCESSORIZE YOUR SHOES

Rebel Rock Set

\$15.99

Rebel Rock Set – Bold Shoe Charms for a Rockstar Look

Unleash your inner rockstar with the **Rebel Rock Set**! Featuring **edgy and bold designs** like lightning bolts, musical notes, stars, and cherries, this set is made for those who love to stand out. Whether you’re adding a rebellious touch to your sneakers or giving your boots some attitude, these charms bring the perfect **rock-inspired** vibe to your footwear.


- ⚡ **Easy Clip-On Design** – Attach and rock your look in seconds!
- ⚡ **Edgy & Unique** – Perfect for music lovers, trendsetters, and free spirits.
- ⚡ **Lightweight & Durable** – Stylish without the bulk.

Turn up the volume on your style—customize your kicks with the **Rebel Rock Set** and make every step a statement! 🔥

Quantity:

[Add to Cart](#)

[Tech Specs...](#)



SHOEWE LRY SHOP

ACCESSORIZE YOUR SHOES

Dainty Gold Set

\$15.99

Dainty Gold Set – Elegant Shoe Charms with a Subtle Glow

Add a touch of **grace and elegance** to your footwear with the **Dainty Gold Set**. Featuring delicate gold-tone charms—like hearts, stars, and angel wings—this set is perfect for those who love a **minimal yet stylish** look. Whether dressing up your sneakers or adding a soft shimmer to your boots, these charms bring just the right amount of **chic sophistication** to your every step.

- ♥ **Effortless Clip-On Design** – Attach in seconds for an instant upgrade!
- ♥ **Delicate & Stylish** – Perfect for a subtle, feminine touch.
- ♥ **Lightweight & Durable** – Designed for all-day wear without bulk.

Embrace the beauty of **simplicity and gold**—the **Dainty Gold Set** is your go-to accessory for an effortlessly stylish look!

Quantity:

[Add to Cart](#)

[Tech Specs...](#)

CURRENT CHARMS AVAILABLE



Current Charms In-Stock:

- Black Lightning Bolt
- Gold Heart
- Gold Star
- Gold Wing
- Gold Key
- White Bow
- Red Cherries
- Gold Music
- White Daisy
- Red Rose

Please reach out if you have specific designs in mind

BULK ORDERS: BOOT CHARMS



Boot Charm Details:

- Package Dimensions: approx 3" (W) x 4" (H)
- Charm Size: Approx. 25mm x 76mm (varies by design)
- One set includes two boot charms (unless custom order specifies)
- Material: High-quality 1/4" thick Acrylic (color & texture vary)
- Clasp Type: Secure round spring snap-hook clasp with swivel D-ring
- Durability: Tarnish-resistant and designed for long-term wear
- Custom orders may require different materials

Boot Charm Set (2pcs)

MSRP: \$11.99

- **Wholesale Pricing:**
 - Beginners Pack (1 - 49): \$6.75 per set
 - Starter Kit (100–249 units): \$6.50 per set
 - Stock & Grow Kit (250+ units): \$5.99 per set
- **Minimum Order MOQ:** 25 units
- **Retailer Profit Margin:** ~ 41.7 – 67%
- **Lead Time:** 2 – 3 weeks from order confirmation

Boot Charm Set (2pcs)

- **Volume Pricing:**
 - Scale-Up Tier (1,000 - 4,999 units): \$5.00 per set
 - Expansion Tier (5,000 - 9,999 units): \$4.75 per set
 - Enterprise Tier (10,000+ units): \$3.99 per set
- **Minimum Order MOQ:** 1,000 units
- **Lead Time:** 4 – 5 weeks from order confirmation
- **Distribution Agreements:** Flexible terms; reach out to discuss.

Distributors must ensure retailers maintain MSRP as part of our MAP agreement.

CURRENT ORDERS AVAILABLE



Current Sets Available For Purchase:

- Open to Collaboration on Design & Color
- Available in Gold or Silver
- Current designs in stock:
 - Moons
 - Hearts
 - Stars
 - Crowns
 - Engravings (cowboy hat, horseshoe example)



Why Work With Us

- Passionate hard-working team of creatives & strategists
- Strong brand recognition from our successful Etsy shop & pop-up events
- Fast-moving product with growing retail demand and repeat customer appeal
- Beautiful, retail-ready packaging designed to stand out on shelves
- Flexible bundle options and themed seasonal kits

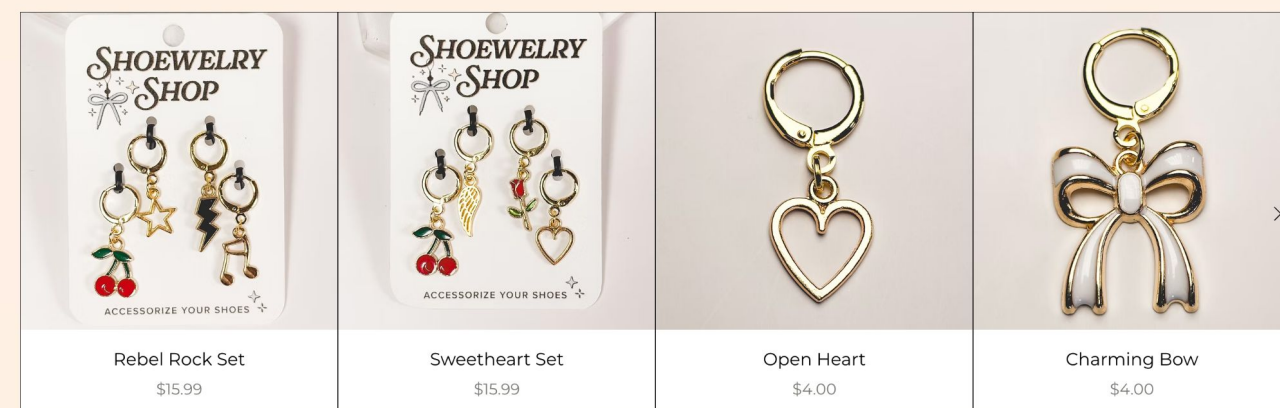
Terms & Agreements

- Minimum Advertised Price (MAP): MSRP must be upheld to protect brand value
- Order Fulfillment: Ships from Oregon, USA
- Opening Order Minimum: \$150 (or customize based on your threshold)
- Reorder Minimum: \$100
- Payment Terms: Net 15 available for approved returning retailers
- Lead Time: Most orders ship within 14-21 business days

SHOP OUR FOOTWEAR ACCESSORIES

[SHOP ALL](#)

Related Products



OPTIONAL ADD-ONS

- **Pop-Up Charm Bar Activation** – A customizable event package designed to boost in-store traffic and engagement. We'll work with you to coordinate the setup that fits your space and goals.
- **Custom Display & POS Kits** – Collaborate with us on branded point-of-sale materials, signage, and modular display solutions that make Shoewelry Packs shine on your shelves.
- **Private Labeling & Custom Packaging** – Offer exclusive product drops or special editions with your store's branding or custom themes—ideal for events, holidays, or collaborations.
- **Seasonal Merch Refill Bundles** – Easy-to-order add-on packs with fresh styles and bestsellers curated by season, so you can keep displays exciting and inventory rotating.



ABOUT US

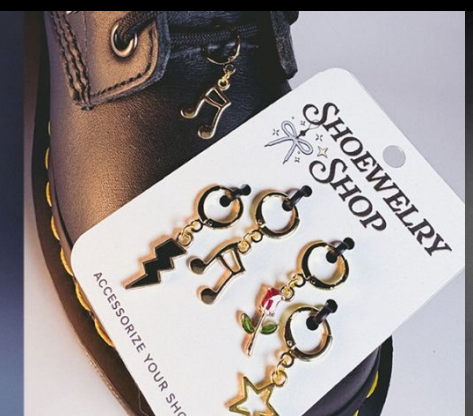
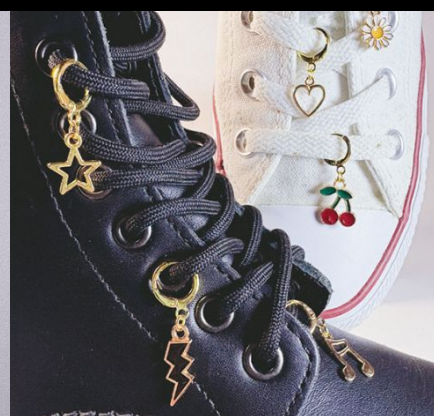
Ever Wild Studios: We're a creative studio and the parent company behind Shoewelry Shop. As a passionate team of makers, strategists, and entrepreneurs, we're dedicated to bringing bold ideas to life. From custom projects to unique products, we love collaborating with people to turn creative visions into reality.

Intentional Production: Many of our products are made in-house or responsibly sourced, allowing us to maintain quality while minimizing waste. We believe great design should be both beautiful and mindful—reducing excess inventory and supporting sustainable practices.

Recycling & Reuse: We're actively researching ways to improve the recyclability of our products and packaging. Our goal is to incorporate more repurposed and reusable materials into our design process and operations — turning waste into creative opportunity wherever possible.

Powered by Renewable Energy: Our studio operations are powered by 100% renewable electricity through Portland General Electric's Green Future Choice program. This supports local wind, solar, and hydro projects in Oregon and helps us lower our carbon footprint while investing in a cleaner future.

Empowering Diverse Suppliers: We proudly prioritize partnerships with independent, diverse-owned vendors and local businesses. We aim to close equity gaps and maximize our positive impact.



MEET OUR TEAM



Chelsea Kopacz, Co-Founder & CMO

✨ *Creative Visionary & Brand Storyteller*



Jonathan Ross, Co-Founder & CEO

📈 *Chief of Growth & Operational Excellence*



Alyssa Applegate-Hernandez, Chief of Staff

⚙️ *Team Captain & Chaos Coordinator*





LET'S WORK TOGETHER

- E-Mail: EverWildStudios.US@gmail.com
- Website: ShoewelryShop.com
- Instagram: [@Shoewelry.Shop](https://www.instagram.com/Shoewelry.Shop)
- Instagram: [@Ever.Wild.Studios](https://www.instagram.com/Ever.Wild.Studios)
- Etsy: [ShopEverWild](https://www.etsy.com/shop/ShopEverWild)

Or reach out to our team directly:

- Chelsea.Kay.Kopacz@gmail.com
- Jonathanh.Ross@gmail.com