

SHOEWEELRY SHOP

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



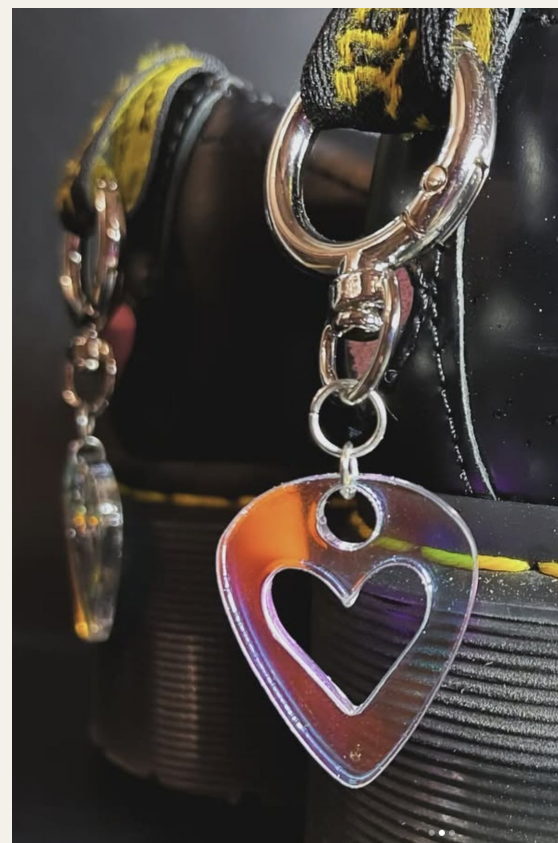


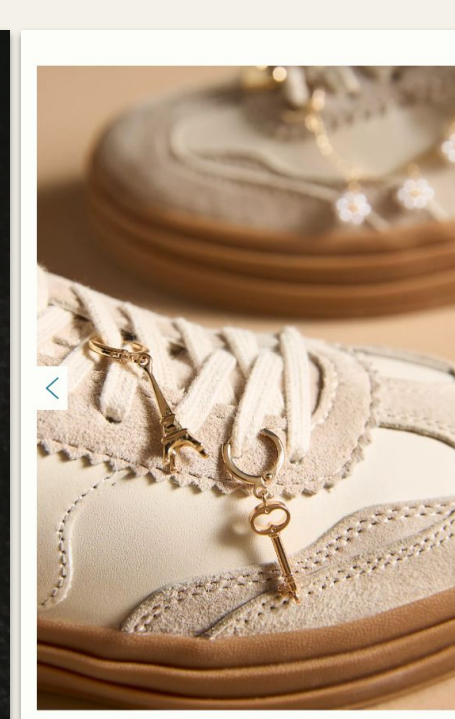
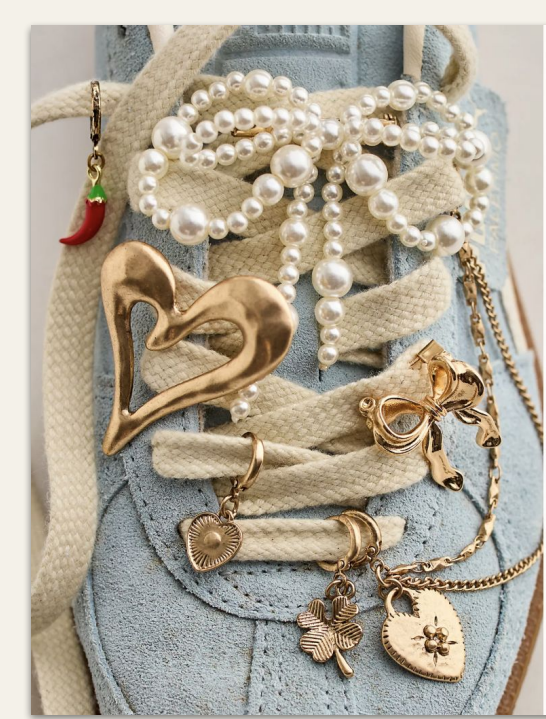
SHOE JEWELRY

Give your customers a new way to personalize their footwear with Shoewelry Shop's bold and stylish shoe accessories.

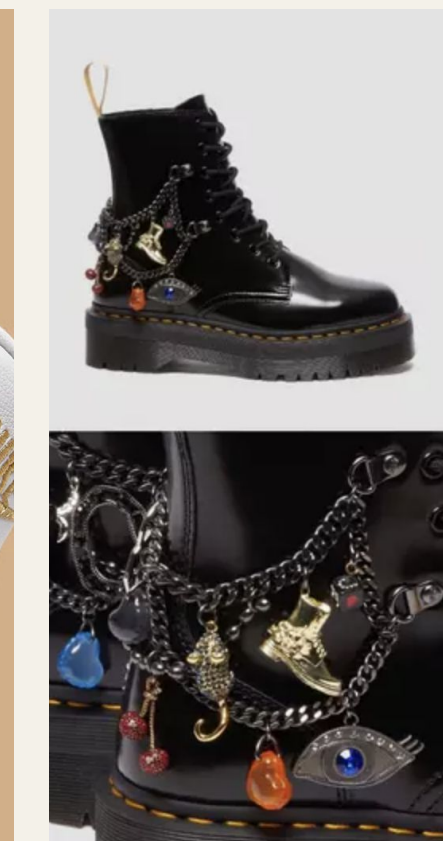
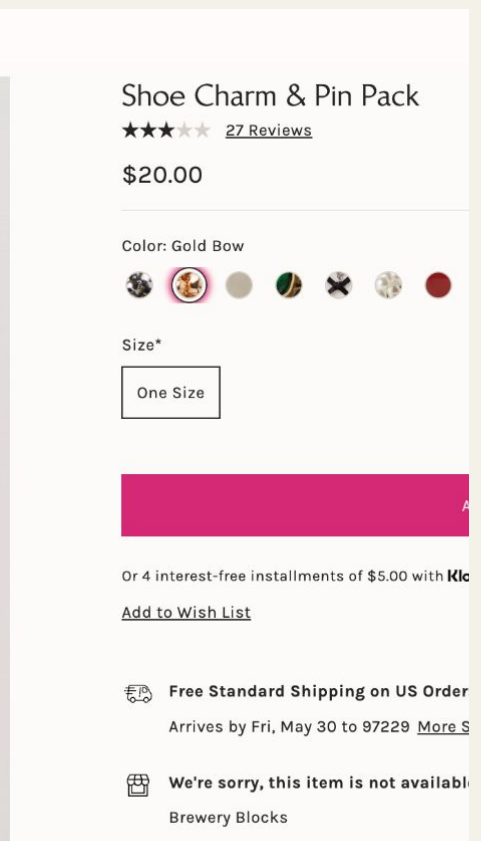
Personalization is one of the biggest trends in fashion—and Shoewelry is the perfect way to tap in.

Affordable, eye-catching and easy to wear. These accessories are a must-have for fashion-forward shoppers looking to stand out with every step.





SHOEWEWELRY TRENDS



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.



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. Performs well as Impulse Buy.



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

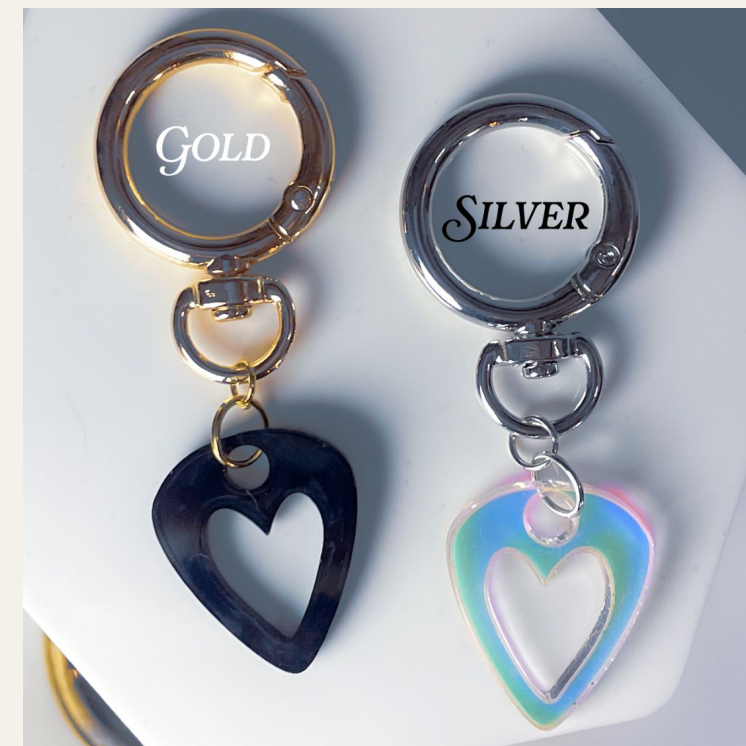
PRODUCT FEATURES & BENEFITS



- **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.

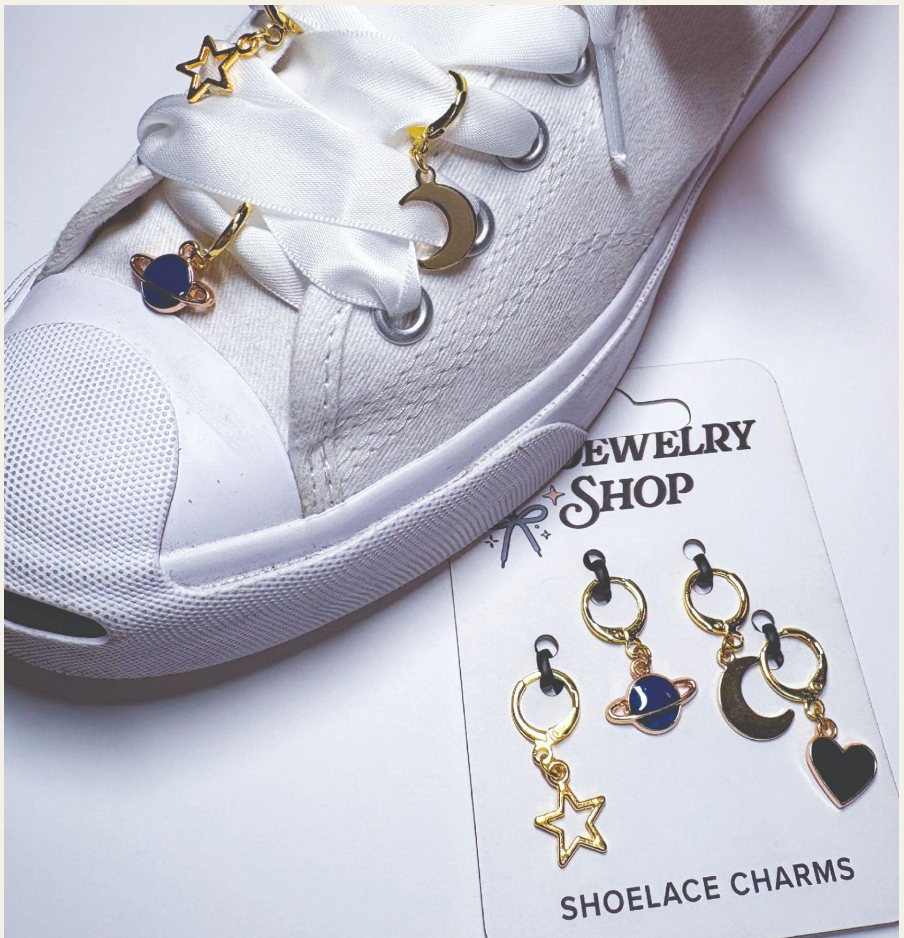


- **Mix-and-Match Appeal:** Charms are designed to be interchangeable across packs, encouraging repeat purchases and collection building.
- **Seasonal & Limited Editions:** Rotating themes and limited drops keep customers engaged and give retailers fresh inventory to promote.
- **Gift-Ready Presentation:** 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.





WHOLESALE CATALOG 2026



SHOELACE PACK: OVERVIEW



Shoelace Charm Details:

- One Pack includes Four Shoelace Charms
- Individually packaged with hang-hole display card (2.75" wide x 4" tall)
- 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
- Clasp Material: Gold-Tone or Silver-Tone Plated
- Durability: Tarnish-resistant and designed for long-term wear
- Additional product specifications available upon request
- Curated, Assembled & Packed in Portland, Oregon

MSRP: \$13.99 - \$19.99

- **Bulk Pricing:**

- Starter Tier (1 - 99): \$7.00 per set
- Retail Tier (100 - 500 units): \$6.50 per set
- Volume Tier (500 - 999 units): \$6.00 per set

- **Minimum Order:** 25 units

- **Retailer Profit Margin:** ~ 50 – 75%

- **Lead Time:** 2 – 3 weeks from order confirmation

- **Large Volume Pricing:**

- Scale-Up Tier (1,000 - 4,999 units): \$5.50 per set
- Expansion Tier (5,000 - 9,999 units): \$5.25 per set
- Distributor Tier (10,000+ units): \$4.99 per set

- **Minimum Production Run:** 1,000 units

- **Lead Time:** 4 – 5 weeks from order confirmation

- *Flexible Agreements Available for Retailers & Distributors*

AVAILABLE PACKS



Sweetheart Set



The Wild West



Rebel Rock



Dainty Gold



Out Of This World



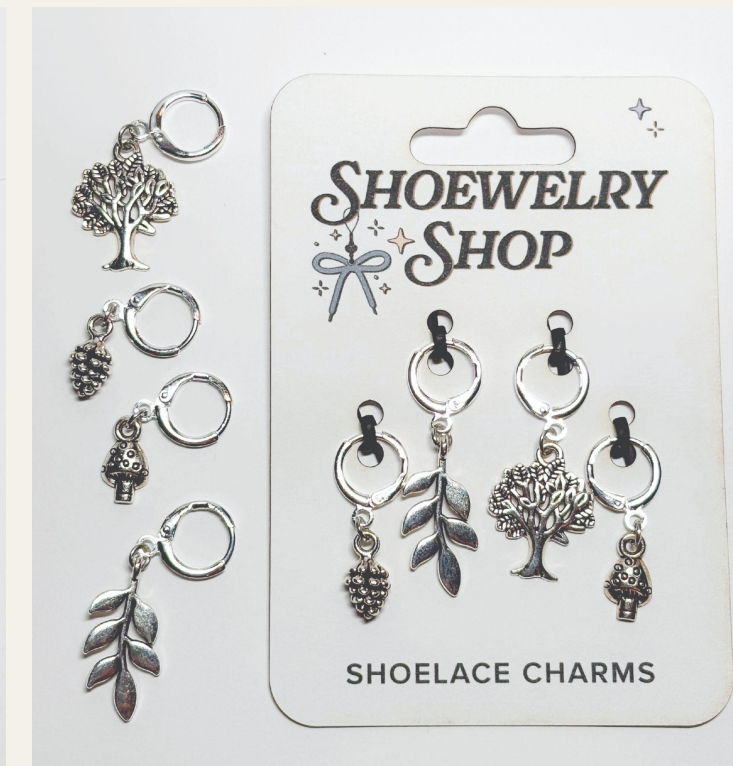
Buzz & Bloom



The Cursed Set



Rose From The Dead



Nature Roots

AVAILABLE PACKS



Sweetheart Set (PK-G-CH-SHS)

- Charming Bow (CHM-CBO-GLD)
- Open Heart (CHM-OPH-GLD)
- Dainty Daisy (CHM-DDY-GLD)
- Celestial Wing (CHM-CLW-GLD)

Finish Color: Gold

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



The Wild West (PK-G-CH-WW)

- Desert Cactus (CHM-DCT-GLD)
- Cowboy Hat (CHM-CBH-GLD)
- Pistol Annie (CHM-PAN-GLD)
- Lucky Horseshoe (CHM-LHS-GLD)

Finish Color: Gold

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



Rebel Rock (PK-G-CH-RR)

- Cherry Bomb (CHM-CHB-GLD)
- Starlit (CHM-STL-GLD)
- Black Lightning (CHM-BLL-GLD)
- Music Note (CHM-MNT-GLD)

Finish Color: Gold

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%

AVAILABLE PACKS



Dainty Gold (PK-G-CH-DNT)

- Open Heart (CHM-OPH-GLD)
- Celestial Wing (CHM-CLW-GLD)
- Key To Your Heart (CHM-KTH-GLD)
- Starlit (CHM-STL-GLD)

Finish Color: Gold

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



Out Of This World (PK-G-CH-OTW)

- Starlit (CHM-STL-GLD)
- Blue Planet (CHM-BLP-GLD)
- Crescent Moon (CHM-CRM-GLD)
- Black Heart (CHM-BHT-GLD)

Finish Color: Gold

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



Buzz & Bloom (PK-S-CH-BNB)

- Dragonfly Dreams (CHM-DGD-SLV)
- Nature Leaf (CHM-NLF-SLV)
- Dainty Daisy (CHM-DSY-SLV)
- Bumble Bee (CHM-BMB-SLV)

Finish Color: Silver

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%

AVAILABLE PACKS



The Cursed Set (PK-S-CH-CSD)

- Hypno Eye (CHM-HYE-SLV)
- Viper Snake (CHM-VSN-SLV)
- Dagger Strikes (CHM-DGS-SLV)
- Skeleton Skull (CHM-SKS-SLV)

Finish Color: Silver

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



Rose From The Dead (PK-S-CH-RFD)

- Starlit (CHM-STL-SLV)
- Black Rose (CHM-BRO-SLV)
- Skeleton Skull (CHM-SKS-SLV)
- Crescent Moon (CHM-CRM-SLV)

Finish Color: Silver

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%



Nature Roots (PK-S-CH-NR)

- Pinecone Pines (CHM-PCP-SLV)
- Olive Branch (CHM-OLB-SLV)
- Tree of Life (CHM-TOL-SLV)
- Fun Guy (CHM-FNG-SLV)

Finish Color: Silver

Wholesale: \$4.99 - \$7.00

Suggested Retail: \$13.99 - \$19.99

Profit Margin: 50-75%

BOOT CHARM PACK: OVERVIEW



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 is needed)
- Material: High-quality 1/4" thick Acrylic (available in a variety of colors)
- Clasp Type: Secure round spring snap-hook clasp with swivel D-ring
- Durability: Tarnish-resistant and designed for long-term wear
- Additional product specifications available upon request
- Designed, Curated, Assembled & Packed in Portland, Oregon

MSRP: \$11.99 - \$15.99

- **Bulk Pricing:**

- Starter Tier (1 - 99): \$6.00 per set
- Retail Tier (100 - 500 units): \$5.75 per set
- Volume Tier (500 - 999 units): \$5.50 per set

- **Minimum Order:** 25 units

- **Retailer Profit Margin:** ~ 50 – 72%

- **Lead Time:** 2 – 3 weeks from order confirmation

- **Large Volume Pricing:**

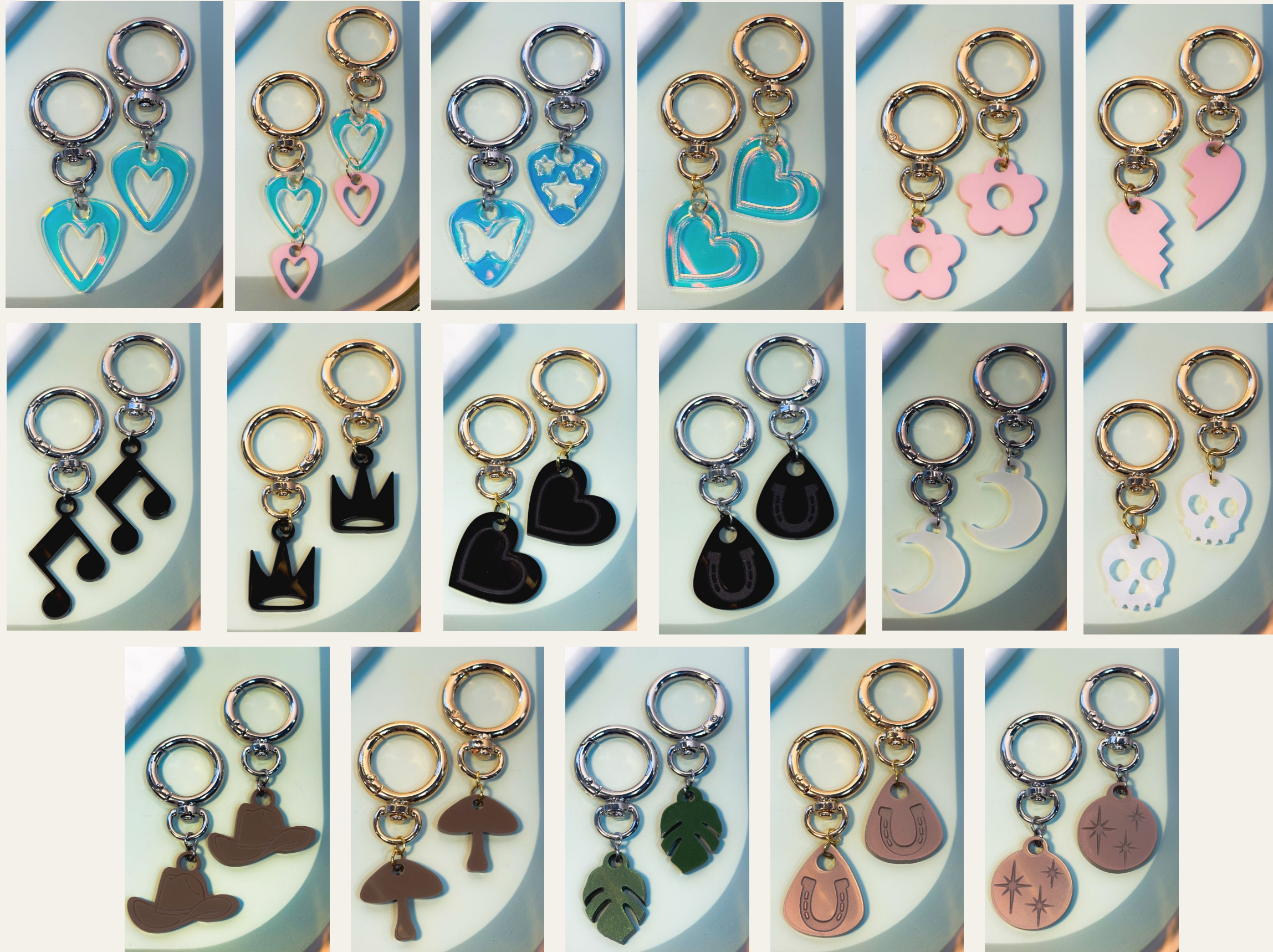
- Scale-Up Tier (1,000 - 4,999 units): \$5.00 per set
- Expansion Tier (5,000 - 9,999 units): \$4.75 per set
- Distributor Tier (10,000+ units): \$4.50 per set

- **Minimum Production Run:** 1,000 units

- **Lead Time:** 4 – 5 weeks from order confirmation

- *Flexible Agreements Available for Retailers & Distributors*

CURRENT BOOT CHARMS AVAILABLE



Current Sets Available For Purchase:

- Open to Ideas on Design & Color
 - We Design & Produce Everything In-House
- Hardware is available in Gold or Silver
- Current designs in stock:
 - Heart Engraving
 - Heart Cut-Outs
 - Butterflies / Stars
 - Flowers
 - Broken Heart
 - Music Notes
 - Crowns
 - Moons
 - Skulls / Ghosts
 - Mushrooms
 - Monstera Leaves
 - Engravings:
 - i. Cowboy Hat
 - ii. Horseshoe
 - iii. Boho Stars

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.



WELCOME TO THE SHOEVELRY SHOP
 Stylish charms and jewelry for shoes? A perfect way to add style to every step

SHOP NOW

SHOE CHARMS



THE LITTLE DETAILS MAKE THE BIGGEST STATEMENT



Lace up your style with our shoelace charm packs and footwear accessories. Designed to add personality and flair to your favorite footwear.

SHOP OUR FOOTWEAR ACCESSORIES

SHOP ALL

Related Products

<p>Rebel Rock Set \$15.99</p>	<p>Sweetheart Set \$15.99</p>	<p>Open Heart \$4.00</p>	<p>Charming Bow \$4.00</p>
-----------------------------------	-----------------------------------	------------------------------	--------------------------------

BUYER BENEFITS

- Strong brand recognition from successful e-commerce & pop-up events
- Fast-moving product with growing retail demand and repeat customer appeal
- Beautiful, retail-ready packaging designed to stand out on shelves
- Supporting a Local Oregon-Based Business & Passionate Entrepreneurs

Alayna on Nov 28, 2024



Great quality, meets all expectations, just as described! Beautiful beautiful! Thank you. Will purchase again! ❤️

Contact buyer



Butterfly Star | Boot

Terra on Feb 24, 2026



Amazing seller and amazing product!! 🥰

Contact buyer

Post a public response



Etched Heart | Boot & Shoe Charm | Acrylic Charm | Keychain | Gold or Silver

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*



OUR STORY

Shoewelry Shop was created to bring personality, creativity and self-expression to everyday footwear.

After introducing our first designs at local markets, it quickly became clear that customers were excited about a fresh new way to customize their shoes.

Founded by Chelsea and Ross through their Portland-based creative studio: Ever Wild Studios – Shoewelry Shop creates unique shoe jewelry, boot charms and footwear accessories designed to add personality to every look.

We design, curate, assemble and package our products in Oregon, combining original in-house designs with thoughtfully curated collections that reflect current trends and customer favorites.

Our mission is simple: help people express their individuality through fun & affordable accessories while bringing a fresh new category to retailers and trendsetters.



WHY WORK WITH US

Ever Wild Studios

Ever Wild Studios is the creative product company behind Shoewelry Shop. We design, manufacture, and distribute unique consumer products while helping brands bring custom merchandise, promotional products, and retail-ready concepts to market. Our focus is combining creativity, production expertise, and operational excellence to deliver products customers love.

Reliable U.S.-Based Partner:

Based in Oregon, we provide responsive communication, dependable fulfillment and scalable production capabilities. Retail partners benefit from shorter lead times, direct collaboration and a team committed to long-term relationships.

Powered by Renewable Energy

Our studio operations are powered by 100% renewable electricity through Portland General Electric's Green Future Choice program, supporting local wind, solar and hydro projects throughout Oregon and helping reduce our environmental impact.

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.

Community & Supplier Partnerships

We believe great products are built through strong partnerships. Whenever possible, we prioritize working with independent businesses, diverse-owned suppliers and local vendors who share our commitment to creativity, quality and positive community impact.





LET'S WORK TOGETHER

- E-Mail: EverWildStudios.US@gmail.com
- Support: Support@ShoewelryShop.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: [ShoewelryShop](https://www.etsy.com/shop/ShoewelryShop)

Looking for something custom?

Our in-house capabilities include laser-cutting & engraving on acrylic, thin wood, leather, etc. Reach out to us if you're interested in partnering on custom projects.