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MidMo Etsy: Lesley Held and Rock Steady Couture

by BECKY NEEMS on SEPTEMBER 4, 2013 5:00 PM · NO COMMENTS

Etsy.com is an e-commerce website known for its “Shop Owners” who sell personalized items such as handmade crafts, art, knick-knacks, vintage items and toys, according to Google+. Buyers on Etsy are normally only able to learn about the creators/owners of these shops in a brief paragraph on its website. VoxTalk will now give its readers the chance to learn about the talented shop owners from around Mid-Missouri in Columbia, Jefferson City and more in a weekly column called MidMo Etsy Shop of the Week. This week, we asked Lesley Held of Columbia, owner of the Etsy shop [Rock Steady Couture](#), about her unique rock-inspired bracelets.

VoxTalk: How did you get started with Rock Steady Couture?

Held: I started designing jewelry four years ago as a part-time hobby to find something to do with my hands in order to quit smoking. I put pictures on Facebook (of jewelry I made) and my friends asked, “Why aren’t you selling this?” I started with [Lesley Held Design](#) and deviated into something a little edgier with guitar picks. I started Rock Steady Couture on Etsy two years ago.

VT: Why guitar picks?

Held: I love music and have a wide variety of taste; I like rock. My dad is in a band and I saw these picks and thought, “What can I do with them?” Some guitar picks look like artwork and I decided to turn it on its head. I go to [Barnhouse’s Crazy Music](#) to collect them and look in big trays of miscellaneous picks. It’s kinda like a treasure hunt. I found the name Rock Steady on a guitar pick.

VT: Why separate it from Lesley Held Design?

Held: I wanted to pinpoint an audience with the guitar picks. There are thousands of people selling jewelry on Etsy; I wanted to distinguish myself. Lesley Held Design includes jewelry like bracelets, earrings, a wide variety. I wanted to streamline my business.

VT: What is the most popular item?



Image courtesy of Lesley Held Design

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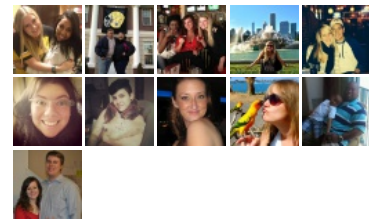
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Held: The Fender heavy guitar pick bracelets are the most popular. My designs are very universal. It's a unisex bracelet than can be dressed up or down.



Image courtesy of Lesley Held Design

VT: Because Etsy is an online platform, where is the furthest you have shipped your jewelry?

Held: I have amazing international business. I have sent pieces to eight different countries. Places like France, Australia, New York, Beverly Hills. I never imagined having international business. Etsy gives you a great platform. It gives your product to a wide number of people. It gives you tips to open yourself to international business.

VT: Besides the Rock-vibe, what is something unique about Rock Steady?

Held: I think it's cool because I took something that you don't associate with jewelry and turned it into something. My favorite thing to do is custom work. I wanted to distinguish myself. People have different features, sometimes jewelry just doesn't fit. I make it to what size the customer wants and don't up charge for it. Also if customers want to bring in their favorite pick, if it's the right size, I can make a bracelet out of it.



Image courtesy of Lesley Held Design

VT: What's next?

Held: A new item I'm trying is by wrapping old guitar strings together to make bangle bracelets. I love the design aspect of the business. I only work on Lesley Held Design and Rock Steady part-time, about five nights a week, with designing jewelry along with the business aspects. It's hard work, but it pays off and I love it. When you love something, you don't worry about the work. I want to make it affordable, friendly and fun.

Check out [Rock Steady Couture](#) on Etsy and visit [Lesley Held Design](#) and its [Facebook](#) page!

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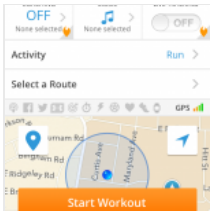
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