



Daily news and views on mid-Missouri
culture and entertainment

HOME ABOUT VOX RADAR MUSIC NEWS TV ART FOOD COMMUNITY TRUE/FAKE

STYLE > MidMo Etsy: Lesley Held and Rock Steady Couture

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

Search

LIKE VOX ON FACEBOOK

Find us on Facebook



Vox Magazine

Like You like this.



Vox Magazine

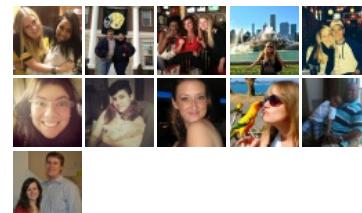
Today we honor a history of American presidents:
<http://www.youtube.com/watch?v=xBrSgyPgwyg>

President's Day 2014 - Washington to Obama
www.youtube.com

Presidents of the United States morphed in sequence from George Washington to (President Elect) Barack Obama. Pictures of the Presidents were found by libr...

44 People Reached

You and 2,403 others like Vox Magazine.



Recommend 172 people recommend this. Be the first of your friends.

*

WHAT WE'RE CHATTING ABOUT

[art books](#) [Citizen Jane](#) [coffee](#)

[Columbia](#) [Community](#) [CoMo](#)

Documentaries Documentary downtown

downtown Columbia Fashion film Films

[food](#) [football](#) [Missouri](#) [Mizzou](#) [movie](#)

[movies](#) [MU](#) [music](#) news playlist [Ragtag](#)

Recipe restaurants [review](#) Shopping social media

style [T/F](#) [T/F](#) [film](#) [fest](#) [T/F](#) [Film](#) [Festival](#) television

[The Blue Note](#) [True/False](#)

[True/False](#) [Film](#) [Fest](#) [True/False](#)

[Film](#) [Festival](#) [True](#) [False](#) [True](#) [False](#) [Film](#) [Fest](#) [TV](#)

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!

Recommend Be the first of your friends to recommend this.

Twitter vox VVVV



KOPN 89.5 fm

Monday thru Friday National Programming Line-up...

Democracy Now!
with Amy Goodman
8-9am and Noon-1pm

The Diane Rehm Show
9-11am

Fresh Air with Terry Gross
11am-Noon

On your radio dial at 89.5 fm or live streaming at kopn.org

RECENT COMMENTS

[Tony](#) on [The CoMo Cookbook: Geisha Sushi Bar](#)

[adler fontebre's](#) on [Five good photo editing apps for your iPhone](#)

[Vicki](#) on [Snow-Xercise to keep you hot this winter](#)

[adler fontebre's](#) on [Walmart Express Comes to CoMo](#)

[sarashipleyhiles](#) on [True/False 2014 Films Announced: Vox's Top Picks](#)

RECENT POSTS

[Which fitness app is right for you?](#)

[Love birds: there are actually 13 Valentine's Days in a year](#)

[5 ways to celebrate Valentine's Day with your cyber honey](#)

[The Other V-Day: the Vagina Monologues hit the MU stage Saturday](#)

[The CoMo Cookbook: Geisha Sushi Bar](#)

Related Posts



MidMo Etsy: Courtney Bartolacci and Bartolacci Designs



MidMo Etsy: Carrie McFarland and Bright as Yellow



MidMo Etsy: Madelynn Garrett and Brace Your Style



MidMo Etsy: Kristin List and Jazi Cat Craft



MidMo Etsy: Cherie Price and Green Owl Curiosities



MidMo Etsy: Sara Przybylski and Ms Brisby Creations

Tagged with: [etsy](#) • [guitar pick jewelry](#) • [jewelry](#) • [lesley held](#) • [Lesley held design](#) • [rock steady couture](#)

RELATED POSTS

If you enjoyed this article, please consider sharing it!



Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

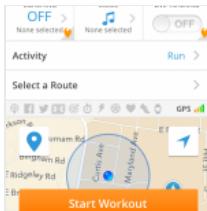
Website

Comment

You may use these HTML tags and attributes:

```
<a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote cite=""> <cite> <code>
<del datetime=""> <em> <i> <q cite=""> <strike> <strong>
```

[Post Comment](#)



Which fitness app is right for you? Love birds: there are actually 13 Valentine's Days in a year



ways to celebrate Valentine's Day with your cyber honey



The Other V-Day: the Vagina Monologues hit the MU stage Saturday



The CoMo Cookbook: The Geisha Sushi Bar



Why make out when you can order take out!

RECENT COMMENTS

Tony on [The CoMo Cookbook: Geisha Sushi Bar](#)
 adler fontebrés on [Five good photo editing apps for your iPhone](#)
 Vicki on [Snow-Xercise to keep you hot this winter](#)
 adler fontebrés on [Walmart Express Comes to CoMo](#)
 sarashipleyhiles on [True/False 2014 Films Announced: Vox's Top Picks](#)

CATEGORIES

[Select Category](#)

ARCHIVES

All entries, chronologically...
[February 2014](#)
[January 2014](#)
[December 2013](#)
[November 2013](#)
[October 2013](#)
[September 2013](#)
[August 2013](#)
[July 2013](#)
[June 2013](#)
[May 2013](#)
[April 2013](#)
[March 2013](#)

"No public Twitter messages." — voxmag



© Vox Talk 2011

VOX TALK

Daily news and views of mid-Missouri culture and entertainment.

PAGES

[About Vox](#)
[Citizen Jane Film Festival](#)
[Citizen Jane Film Festival 2012](#)
[Comments policy](#)
[Find Vox](#)
[Joplin: After The Storm](#)
[Clears](#)
[Responding to Roger Ebert's reviews](#)
[True/False Movie Reviews](#)

MORE VOX

[Vox Magazine](#)
[Restaurant Guide](#)
[Movie times](#)

CONTACT US

vox@missouri.edu
 Phone: (573) 884-6432
 320 Lee Hills Hall,
 Columbia, MO 65211

A PUBLICATION OF

