



General Info:

Ineffable Muse is an online jewelry boutique I founded during my freshman year in high school. I managed all aspects of the store throughout my high school years.

Overview:

Ineffable Muse originally started as a way to provide my peers more affordable jewelry options. Eventually, it became a passion project through which I could explore my interests in business, marketing, design and advertising.

Why I Got Started

- I saw an ad for a quartz pendant necklace and really wanted it! However, it was around 30 dollars and way too expensive for a kid about to start high school.
- I decided to research some jewelry manufacturers for some cheaper options.
- After wearing my new necklace to school, many people started asking me where they could buy one as well. That's when I decided to make a business out of it.



How I Got Started

- I started with a \$20 loan from my parents and a couple of samples from a manufacturer. I sold the jewelry in person and then used the profits to purchase more necklaces.
- I then moved my business to Etsy, where my store grew for the next couple of years.



ShopIneffableMuse

Ineffable Muse California

📍 California, United States | 457 Sales | On Etsy since 2016

★★★★★ (60)

♡ Favorite shop (167)



Though the store is no longer active, the link to the old store is: www.etsy.com/shop/shopineffablemuse

My Responsibilities

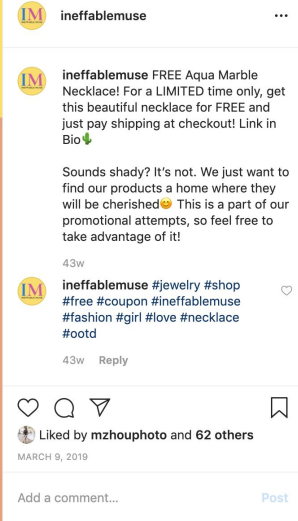
- **Product**
 - Designing the jewelry as well as coordinating with manufacturers to create the pieces.
- **Finance**
 - Taught myself accounting principals to manage financial aspects.
- **Marketing**
 - Experimented with social media advertising both paid and free methods
 - Advertised at school through craft fairs
- **Website**
 - Taught myself basic web designing through wix, shopify, and wordpress and SEO principles.

INEFFABLE MUSE



FREE

AQUA MARBLE NECKLACE



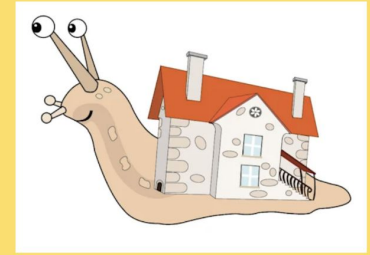
My Mission

- As the brand expanded and more people around me started knowing about my venture, I shifted the branding of the store to include an aspect of community and empowerment.
- I centered the brand around supporting young female founders to pursue their passions through features on my Instagram page.
- I also had the opportunity to speak to the FBLA (Future Business Leader of America) club at my school and answer questions about starting an online store as a teen.



Things that Failed

- I tried out many products before finding what worked for me.
- Some things I experimented with include
 - Phone cases
 - T-shirt printing
 - Apparel design
 - Mugs
 - Polymer clay charms
 - Metal stamping
 - Lifestyle brand
 - Hats
 - Accessories
- My goal when considering any product was to test it frequently with my target market



What I Learned

- The most important thing I learned was that everything is easy in theory, but in the real world, nothing is going to go as planned. Therefore, it is more important to spend my time doing, rather than devising the “perfect plan.”
- It is easier to convince people of your idea when you have something physical to show.
- How to communicate clearly through emails despite culture and language barriers.
- How to make a website, use Google Analytics and Ads, ecommerce, and advertising on a budget.

