

# LEETIE LOVENDALE

*fresh vintage jewelry*



## WHAT IS LEETIE?

Leetie Lovendale is a jewelry brand born of leftovers.

Made using vintage plastics & lucite, Leetie Lovendale is a sustainable collection of statement necklaces, hoop earrings, minimalist stud earrings & more. We design pop of color jewelry fit for today, with a nod of nostalgia to the retro era of our materials.

Established in 2010, founder Heather DeSimone has been designing jewelry for Leetie Lovendale using salvaged vintage parts, left behind by jewelry designers of the past.



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200

STORES

we just reached a new  
milestone with just over 200  
active stockists



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### *About Our Name*

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LEETIE  
LOVENDALE

Heather DeSimone writes...

"Leetie was my mother's nickname growing up. I always thought she had the best middle name 'Aleta' and it ended up being shorted to 'Leetie'. And her last name was Lovendale. I had always secretly wished she had kept that fun last name & passed it down to me instead of my more common last name."

# OUR STORY

## FROM VINTAGE TO FRESH

In 2004, Heather DeSimone & her mother Jan Parker co-owned a bead store. One day, they got a call from someone looking to sell 'some old plastic beads'. When they traveled from their home-state of Maine down to Rhode Island to check out the 'lot', they were surprised to learn they were being offered the entire contents of a warehouse. 40,000 lbs of beads and other odd-ball parts, to be precise. While they knew they wanted the beads, when they inquired about what would happen to the other shapes of plastics, they were informed that anything they didn't truck North would be headed for a landfill.



## THE DECISION

### WE NEED A BIGGER TRUCK

The decision was made to take on the entire inventory of parts. This meant extra palettes and trucking expenses and storage. But as time went on, they learned that these squiggles and loops and shapes were over-runs and mismatches left behind by designers of the later mid-century era such as Miriam Haskell, Avon, Coro & even designers for Sears. They had a history & people deserved to see them restored & re-used. The manager of the warehouse trained Heather & her husband Chris to build machines they could use to melt metals into the thermoset plastics and make them into useful and beautiful objects. And a new jewelry brand was born.

*Let's Connect!*

LEETIE  
LOVENDALE  
PRESS

For press or brand info, please contact  
founder and designer, Heather DeSimone  
via email

[info@leetielovendale.com](mailto:info@leetielovendale.com)

Ph- 207.831.1599

For events or brand collaborations,  
please contact operations manager Ashlie  
Johnston at [leetielovendale@gmail.com](mailto:leetielovendale@gmail.com)

[LEETIELOVENDALE.COM](http://LEETIELOVENDALE.COM)