

KINSLEY ARMELLE



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January 05, 2021

Dear TEDC Board of Directors,

Our company, Kinsley Armelle, is relocating its Headquarters from Spring, TX to 21255 Spell Cir, Tomball, TX. We will be bringing 16 full time employees and intend to hire an additional 14 employees within the next two years. We will be investing \$400,000 in capital to streamline our operations in the new facility. Please accept this letter as our formal request for grant support.

So, let me tell you about us:

Kinsley Armelle is a family-owned and operated Jewelry Brand that was founded in 2016 by husband and wife team Crystal and Steven Habel. What started as a small Etsy shop with Crystal designing and hand-making each piece, Kinsley Armelle has grown in 5 years to a global brand with over 200,000 customers. We originally started the business in the spare bedroom of our home in Tomball, TX; so, in many ways Kinsley Armelle is coming back home!

Our success lies in our continual desire to source high quality materials and sell them at an affordable price point. Semi-precious stones, Stainless steel, and 18k Gold Ion Plated jewelry lends itself to notorious markups and an inconsistent marketplace. We have filled a niche that allows our customers to have faith purchasing “everyday” jewelry that will last, and they don’t have to wait for special occasions to make a purchase. Kinsley Armelle jewelry designs won’t tarnish, fade, or discolor with time. Many of our collectors rave their pieces are the same quality as they were years ago when they first purchased.

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Our amazing team consists of Content Marketing Specialists, Customer Service Representatives, Javascript Developers, Graphic Designers, Specialty Account Managers, Order Fulfillment Specialists, and more. We all wear a variety of hats being a “start up” company and we’re constantly adopting new technologies to stay ahead of the curve.

We have recently moved into bulk mail marketing, which consists of sending over 1 Million Catalogs per year to our active customers. We’re utilizing QR Codes and other incredible technology to pair customers with new products they’re actually interested in, using statistics. Many exciting changes are happening in the world with technology, and we want to continue to forge ahead and use those changes to capitalize on and grow Kinsley Armelle.

When we discovered Tomball, TX in 2014, shortly after graduating from Texas A&M University, Crystal and I truly felt it was where we belonged; it was home. Small-town hospitality, farmers markets, and the “Shop Small” vibes provide something special. As the big city Houston moves further out and closer to these hidden gems like Tomball, it’s important to not lose these special traits. This is how we like to think of Kinsley Armelle too. Even though we continue to grow bigger, we will not forget about our roots.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'S. Habel'.

Steven Habel

Founder, Managing Member