



Student profits from self-started jewelry business

Raegan Holland
Staff Reporter
@raeganholland1

During the past P a n h e l l e n i c recruitment, a sophomore psychology major was surprised to see many girls wearing her handmade jewelry throughout the week.

Skyler Alderson started her own jewelry company, Papillon Jewels Co., on May 23, which has allowed her to make a profit by selling her handmade accessories. “Papillon” means “butterfly” in French.

On her business Instagram, @papillonjewelsco, which has 1,371 followers as of Nov. 5, Alderson posts photos of jewelry and announces giveaways to attract buyers. She also organizes pop-up shops at Maven Clothing Store and E.Leigh’s Boutique.

“Being a people person helps me in my business a lot because I want to know who I’m designing jewelry for, and I want people to get to know me as well,” Alderson said.

Alderson is primarily passionate about her major, but she plans to continue her business on the side for as long as she can.

Making roughly \$1,000 in sales so far, Alderson has spent

\$700 of that profit on supplies for new designs, she said. Alderson has sold more than 400 pairs of earrings.

“My genuine passion for trends and jewelry is what drives my business,” Alderson said.

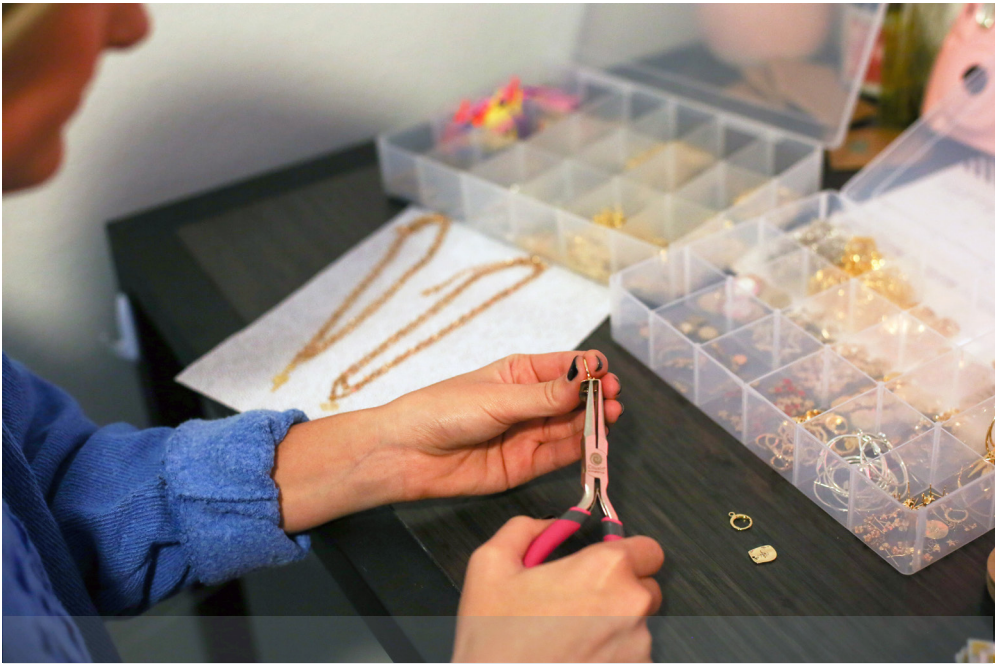
Alderson said she found it easier to run her business through her Instagram account. She buys huggies, which are clasps that open and close without a back, and charms in bulk on Etsy.

The style of Alderson’s jewelry varies from dainty trend earrings to larger statement earrings that typically use a hoop earring, she said. The huggie style earrings feature butterflies, rainbows and stars, while the statement pieces include shell hoops and face earrings.

Alderson began designing jewelry out of boredom during the summer of 2019 and found that it was cheaper to make her preferred designs herself. Alderson mixes and matches her pieces until she gets her desired design. After making just a few pairs of earrings, her friends encouraged her to start selling them online, she said.

Channing McCurdy, a sophomore, is one of Alderson’s clients who appreciates the experience of buying from a small business.

“It’s so personal buying from her,” McCurdy said. “She’s so quick with getting back to me,



Sadie Rucker Staff Photographer
Skyler Alderson makes earrings Nov. 3 to sell for her jewelry company, Papillon Jewels Co. Alderson’s company has gained popularity through Instagram.

and I love her pieces. They’re way more unique than bigger brands.”

Alderson’s detail in packaging and personability sets her small business apart from bigger companies, said Aubrey McRae, a senior and client of Papillon Jewels Co.

“Each package Skyler sends out has a personal note that literally makes the experience feel so much more personalized,” McRae said.

Inspiration for Alderson’s

jewelry designs comes mostly from pictures on Pinterest that are unrelated to jewelry, such as her mismatched set of moon and star earrings inspired by a picture, she said.

Alderson allows customers to make requests for new design ideas, she said.

“I sometimes struggle with putting everyone’s style together, especially when I try to add color,” Alderson said.

Local clients ordering

earrings can pick up their package in person, while out of town clients must have their order shipped, Alderson said.

“Pick Me Monday” is a biweekly giveaway Alderson does on her Instagram account where she posts three pairs of earrings for winners to choose from. In order to enter, the user tags three friends in the comment section of the post creating more traffic on her page which increases her jewelry sales, she said.

Forming relationships with other small business owners has been helpful for Alderson, as it makes reaching out for advice on supplies, designs and overall business easier, she said.

Alderson has had temporary jewelry booths, called pop-up shops, at local boutiques such as Maven Boutique and E.Leigh’s Contemporary Boutique. The pop-up shops help her form relationships with the people who buy her jewelry. Alderson does not post photos of herself on her business account, so she says people get excited to come to the pop-ups to see who is making their pieces.

“To see Skyler have her pop-up and be so humble about the whole thing was really cool, she doesn’t brag about any of it,” said Mcrae.

Mcrae said Skyler’s passion for fashion, accessories and connecting with others shows through the way she treats her clientele.

Alderson plans to continue doing her business through Instagram at the moment, but wants to create a website soon to make things easier for her customers, she said.

“I’ll see girls wearing my earrings on campus, and I won’t say anything, but in my head I get so excited,” Alderson said.

Lifelong friends’ podcast becomes outlet for comedic expression

Zachery Sutherland
Staff Reporter
@Weltreisende22

This semester, two sophomores started an off-the-wall, off-script podcast to demonstrate the rapport they have built throughout their lifelong friendship.

The Podcast, “The Man, The Dude, and The Guest,” started out as a class project for Heath Anderson, who plays “The Man,” while his friend James Singleton plays “The Dude.”

After they started work on the podcast, it quickly became a passion project for the two friends because it allowed them to have an expressive outlet where they could be themselves for the entire world to hear, Anderson said.

The podcast received 50 downloads after its first episode, and the most highly downloaded episode garnered 70 downloads, factoring into an all-time total of 350 downloads.

Although Anderson and Singleton had already wanted to start a podcast, the show also counts for credit in Anderson’s podcasting class, though Singleton is



Kiaira West Staff Photographer
Heath Anderson (left) and James Singleton (right), both sophomores, discuss ideas Nov. 4 for their next podcast.

not enrolled in the course, Singleton said.

“There have been people that we have introduced it to that have listened, and they’re like, ‘that’s awesome,’” Singleton said.

Mackenzie Shelby, a sophomore, has been a fan of the podcast since Anderson and Singleton started uploading, she said.

“I listen to a lot of podcasts when I’m walking to class,” Shelby said. “I just think it’s really cool that I can listen to one that’s my friends.”

Shelby thinks the charm of the podcast comes from its lack of structure and off-script feel, she said.

Anderson and Singleton upload their podcasts to a

website called Transistor, for which they pay \$20 monthly, where the podcasts are then sent to platforms like Apple and Spotify.

Drawing off of their long-time friendship, Anderson and Singleton think their comedic personalities fit in a world of podcasts that features entertaining people.

“I was thinking, ‘why not

record this and put this out for the world,’ and so the idea definitely just came from our friendship and wanting to have conversations with different people,” Anderson said.

Though Singleton was skeptical in the beginning because he had never run a podcast. He realized he liked it after the first episode

gained what he thought was a good following, he said.

“We’ve just got so much great comedic chemistry with each other,” Singleton said. “We are good at making other people laugh, so it works out pretty well.”

The general reception for the podcast has been good, garnering positive reviews on Apple Podcasts.

“I want to say that we have questions lined up, but we really don’t,” Anderson said. “We really just kind of go for it.”

When Anderson and Singleton have questions lined up, they like to ask off-topic questions similar to the way Dan Le Batard and Joe Rogan do on their podcasts, Anderson said.

When the semester comes to an end, Anderson still plans on making the podcast with Singleton, he said.

As the podcast continues to grow, Anderson and Singleton have plenty of new guests, including friends and family members, lined up for future episodes.

Anderson and Singleton will return to Little Rock over winter break to host a “Star Wars”-themed podcast that will release alongside the debut of “Star Wars: The Rise of Skywalker.”

NWA women in politics speak on feminism at Bentonville film panel

continued from page 3

met multiple women who are working in city and county offices, and it has encouraged her to continue on her path toward a career in government.

Hayes has been empowered to do what she wants to do in life without doubting if it is possible by the support she has received from her female political science professors, she said.

Hayes has always considered herself a feminist and thinks that more of the women that she knows have felt empowered to speak up about harassment and unfair treatment because of how mainstream feminism has become, she said.

“From the Second Wave

to the Tidal Wave” follows the stories of several women who joined the second-wave feminist movement immediately after starting college.

The movement of the 1960s and 1970s known as the second wave of feminism followed the post-suffrage era and was characterized by a break from social gender norms.

The film summarizes the waves of the feminist movement and tells the stories of women and their struggles of not being taken seriously in school or in the workplace. It features coverage of the 2016 election, focusing on women’s hopeful comments about Hillary Clinton winning the presidency over candidate Donald Trump.

Following the film, best-selling author Ronetta Francis (D-1), who is running for Arkansas Senate in 2020, discussed feminism in its many forms, including white feminism and intersectional feminism.

Clowney said that before she started her job as a state representative, she was advised that to get people to listen to her, she had to get them to like and trust her.

“As a woman, it’s harder to be liked and trusted than as a man,” she said, “and as a white woman, it’s easier for me than just about any other woman.”

Francis, who is representing a district that is 2.3% African American, according to the Demographic Statistical Atlas, made the

decision to announce her candidacy knowing that the demographic she would be representing is not one that would normally embrace her because of her race, she said.

“Now is the time, as the demographics change, to recognize and appreciate that we need a different voice at the table,” said Francis on her candidacy in Bentonville as an African American woman. “We need diversity of thought, we need inclusion of all of us to be represented at the table. That’s my stake in feminism.”

Panelist Simone Cottrell voiced her concerns about the diversity, equity and inclusion movement in NWA.

White-led organizations that are pushing diversity

and inclusion are not removing themselves from the spotlight, Cottrell said. They are expecting people of color to come into their organizations and assimilate to what is already there.

“When you are relating to another person, probably the ickiest thing that could be said to me is, ‘I totally relate to you,’” she said. “You can say, ‘I understand or I hear you in these things,’ but if you’re relating to me, then you’re centering yourself again with your privilege. You haven’t been through what I’ve been through.”

Cottrell thinks that instead of trying to relate to marginalized groups, these organizations should take action to change the narrative within the power structure so that the white

experience is not at the center of it all, she said.

Congressional Candidate Celeste Williams (D-3) said that while she has spent a lot of time thinking about the intersectionality of birthplace, ethnicity and religion as it relates to the lives of marginalized groups, she hesitates to speak on it because it was not her lived experience.

Some of the things that keep people from becoming feminists are socioeconomic status, fundamentalism, lack of punishment for crimes against women and lack of education, Williams said.

To create a path for everyone to succeed, there needs to be a pathway to a good education and financial stability, Williams said.