

# NO REAL JEWELRY

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## ABOUT

### NO REAL JEWELRY

I started the blog in May 2015 as a creative outlet. I was tired of not booking acting gigs. I decided if I wanted to be a print model, I would "book" myself and do my own photoshoots. If I wanted to be on camera, I would film a video for YouTube.

I was over hearing the constant "no's" in my acting career. I decided to create my own yes. And I haven't looked back since!

### BEHIND THE NAME

My grandmother used to always buy my younger sister and I real gold bracelets and rings. They were cool but I was really into the fake stuff. I'd have a 18k Gold necklace

on and still beg her for the fake stuff. When I first started the blog, I wanted it to celebrate the woman who wanted to look like a million bucks without spending it. She didn't have to be a label whore to kick it with me, there's no pressure because round these parts we like No Real Jewelry!

I WAS OVER HEARING THE CONSTANT "NO'S" IN MY CAREER. I CREATED MY OWN YES.

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— JESSICA LAUREN



## PAST PARTNERSHIPS



WARBY PARKER

## BLOG AUDIENCE

16%  
MEN

84%  
WOMEN

AGES 25-35

SOCIAL  
MEDIA

  
700+

  
1600+

  
2700+

  
6,500+

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