



### **Jazmine Kionna Ends High Heel Hell!**

The WBC congratulates their client Jazmine Davis who launched her high heel shoe brand, "Jazmine Kionna" last month, with debut parties in DC, LA and soon NYC! Jazmine is the 25-year-old founder of a vegan high heel shoe line that utilizes insole technology to achieve ultimate comfort.

Finally, beauty and pain no longer have to go hand in hand! Jazmine Kionna is a luxury brand of shoes that are contemporary, cruelty-free, and--most importantly-- comfortable. Their built-in insoles mold to your pressure points over time, creating a custom-fit, while taking the impact of each step. These odor-free shoes are good to Mother Earth and beautiful inside and out!

Jazmine came up with the idea for this product line while in college, after purchasing her first, very expensive, pair of designer shoes that she could barely walk in due to extreme pain! In just one year, this superstar WBC client has moved from the ideation stage to manufacturing a prototype to a full product launch! Week after week, Jazmine has soaked in the advice received from business counselor Jessica Smith and financial advisor Karlene Sinclair-Robinson. They have guided her through the completion of her business plan, investor pitch deck and crowdfunding campaign. They have no doubt that she will continue to make strides in business (pun intended)!

Part of Jazmine's drive comes from a very deep place. She lost both of her parents before the age of 18, so she has had to creatively source funding for her education and other needs since she was a teenager. Because she has experienced hardship due to loss, Jazmine Kionna has a social mission to help other young girls who have financial needs due to the loss of one or both parents. Supporting this brand carries forward her "A Walk in Her Shoes" program.

To learn more about Jazmine's story, check out her crowdfunding page here:  
<https://ifundwomen.com/projects/jazmine-kionna-shoes>.

Her website is [www.jazminekionna.com](http://www.jazminekionna.com)