

COYOTE & OAK

VOLUME XIV

WWW.COYOTEANDOAK.COM



*PHOTOGRAPHED BY KARA MELOY
WRITTEN BY KRISTEN TIESSEN*

IF YOU THINK YOUR DAYS ARE BUSY, YOU'VE PROBABLY NEVER HEARD OF MOOREA SEAL.

If you think your days are busy, you've probably never heard of Moorea Seal. She's an author, designer, entrepreneur, and the face of her namesake website mooreaseal.com, an online retail shop selling curated fashion, jewelry, books, and home goods. Her days are filled with social media influencing, jewelry designing, book writing, running her downtown Seattle, Washington storefront, and leading the charge in giving back to the community. On top of it all, she's open and authentic, down-to-earth and engaging, and equally as inspiring as she is inspired.

Here's what you should know about Moorea Seal.

1. She was born for this

Moorea says she always dreamed of being her own boss and started pursuing that goal almost from birth. Growing up in England she was the only girl she knew of with a unisex name she couldn't stand. (I won't divulge it for the sake of her privacy since it still shows up on her driver's license.) Refusing to take no for an answer, she commandeered her sister's middle name and begged her parents to let her change it. Finally they caved, promising that if she could get her classmates to make the switch by the end of the school term, the name was hers. The rest is history: Moorea Seal was born - a creative genius and a mighty saleswoman before she finished primary school.

2. She's a best-selling author!

In 2013, her first book *The 52 Lists Project* went to print after a publisher discovered her blog, a private-made-public space where Moorea left her heart on the page daily. Now she's on record as an Amazon best-selling author and her work has been featured on Oprah more than a dozen times. With one million copies in print to date, the latest addition to her collection of books, planners, and journals dropped this July. Her wheels are already turning as she makes a design strategy for future cover art.

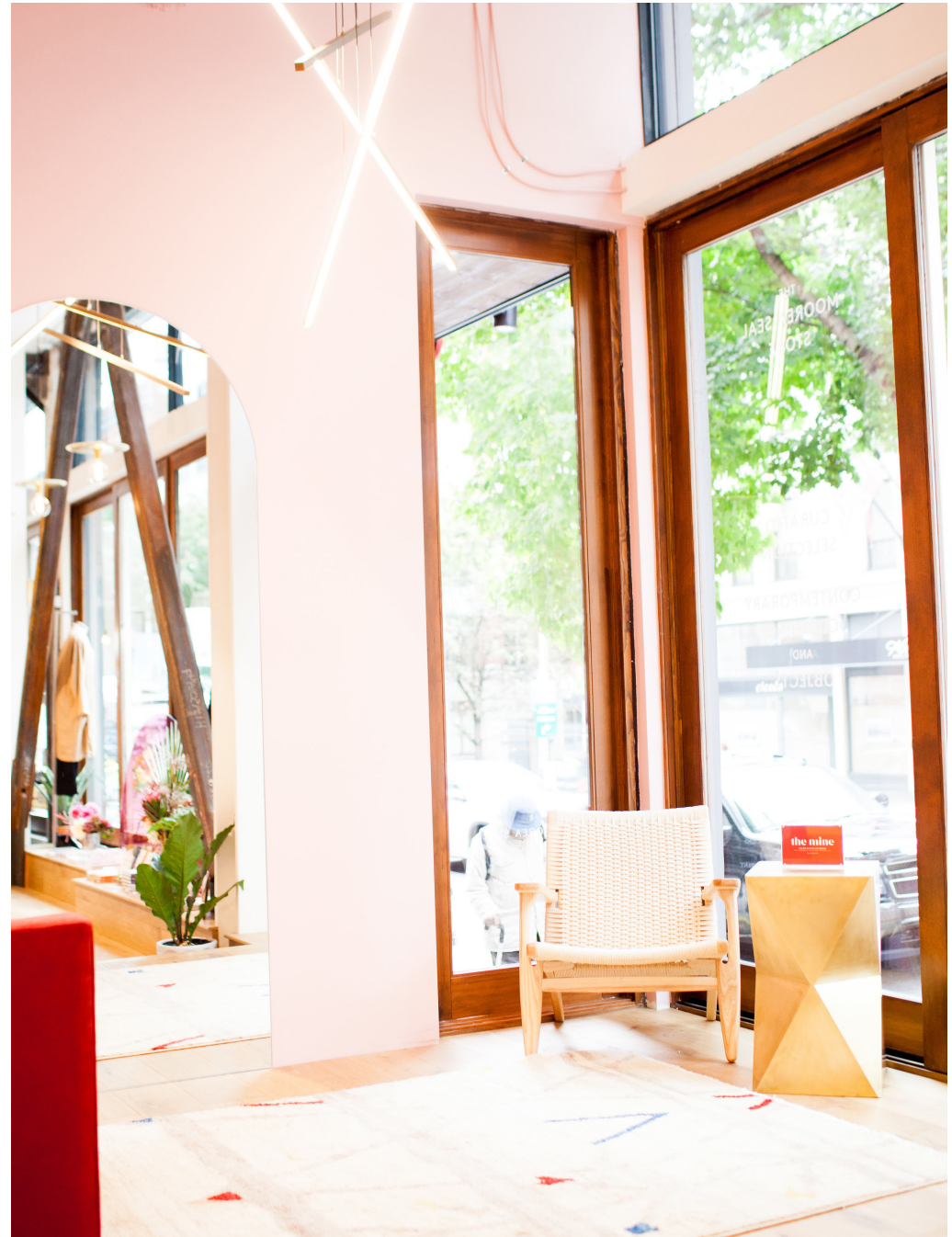
3. She's the influencer's influencer

Moorea has got the internet on lock. She created a Pinterest account back in 2010 and within six months, she had acquired a quarter of a million followers. Today she attracts more than 4 million page views each month. By 2012,



PHOTO COURTESY OF MOOREA SEAL







her boards made the cut alongside those of 29 other prominent brands, including Paula Deen, the NBA, and the U.S. Marine Corps in Pinterest's *30 Days of PInspiration* campaign. Her more than 70k Instagram followers love that she's the literal face of her brand. She frequently posts not just about what's new in-store, but also about what's new in her life and the sociopolitical issues that move her. Everybody who's anybody has included her brand in their pages - *The Huffington Post*, *Vogue*, *Essence*, *Better Homes and Gardens*, you name it. She's got two things everybody wants: style and personality!

4. Moorea is #Teamyou

For Moorea, the concept of inclusivity is both broad and concrete. Every aspect of her business is a proverbial welcome mat. From ensuring her fashion-focused clientele can find what they love in just about any size to choosing a location without stairs for the sake of wheelchair accessibility to carrying items ranging in price from a few dollars to several hundred. She even offers AfterPay to those who want to shop now and pay later. Plus, a major mission of her brand is to celebrate independent designers. She includes one-of-a-kind brands that are ethically sourced, locally made, in line with her ethics, and female and black and brown-owned. She's ardent and consistent in making it known that all are welcome in her store.

5. She gives back

Moorea Seal's motto is "Do good, Do great!" and that she does. Seven percent of every sale the site and storefront bring in goes straight back to those for whom the brand was created: the people (and their furry friends)! The non-profits she supports

are thoughtfully and deliberately chosen from within the five categories of causes that matter most to her: Caring for Animals, Children's Needs, Women's Causes, Protecting Our Planet, and Health and Wellness. Donations made to the American Foundation for Suicide Prevention in the health and wellness category are especially close to Moorea's heart due to a family history of depression, anxiety, and suicide. Her clients can even shop by cause on the website.

6. if she can do it, so can you

Getting where you're going isn't always a straight and narrow path from zero to hero. A myriad of well-nurtured interests and talents have laid the foundation for Moorea's arsenal of personal and professional successes. She's done everything from working as a nanny to playing in a band, graduating college with a degree in illustration, and learning to code. Her foray into jewelry design started with a tiny budget, second-hand tools, and some tired costume jewelry. But it blossomed into an Etsy shop that grew and grew, resulting in her wares being picked up by retailers worldwide. Now a CEO, writer, artist, and motivational speaker, her dream of being her own boss is realized. The waking version of her life's dream might even be better than she imagined.

Everything important to Moorea comes pouring right out. She stands for something, and each facet of her creative and entrepreneurial life comes down to a commitment to living out her truth while making space for others to do the same. She's not just one thing; she's everything and more. 🌟

Find more at www.mooreaseal.com