



How Shelley West Nailed It

Were thrilled to be able to interview the amazing Shelley West, founder of Nailed Golf for the inaugural edition of our magazine.

Shelley is an independent designer and retailer of forward-thinking footwear and golf accessories. Shelley chatted to our editor Liz, about her extraordinary journey from Farmers Daughter to President of her own Glove and Shoe Brand in Palm Desert!

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I became addicted [to golf], and in 3 months, I was booking golf vacation destination holidays!



Why choose Nailed Golf Gloves?

The leather

- ★ Crafted with the highest quality, softest leather available on the market
- ★ Nailed Golf is the ONLY glove company in the world to offer 2 sizing models for women; standard and elongated.
- ★ The elongated version maintains the feminine girth of the glove with longer finger lengths to ensure all women have access to the highest quality best fitting glove of her life.
- ★ Inspired by old school Hollywood; very elegant and simple with beautiful attention to detail in our matching accent colors and stitching
- ★ Left and Right hand gloves in sizes XXXS to XXL.



Liz: *Let's start at the beginning—tell me about your childhood in Canada.*

Shelley: The beginning, I'm a farmer's daughter, and I grew up in Ontario, Canada on a chicken farm. I have one older sister and a younger brother. Oh yes, and I had a horse! I spent a great deal of my childhood riding horses.

Liz: *Wow! That's amazing, I didn't know you rode horses. That's incredible. Do you miss that now?*

Shelley: No. That was just, you know, one of those many phases in our lives. It was a ton of fun while we were doing it.

Liz: *So, when did you first get introduced to golf?*

Shelley: I got introduced to golf in my mid-forties.

I was dating someone that loved to golf, and I thought I should give it a try so that we would have a shared interest. I started going to the range and joining him and his friends on Friday mornings. We'd go to a 9 hole course at 6 am before work, and I became addicted within weeks! Within 3 months of starting to play, I was booking us on golf vacations!

Liz: *I know that addiction! Shelley, how did you end up in Palm Desert?*

Shelley: We came to Palm Springs on vacation and I fell in love with the area and the lifestyle. We soon bought a vacation home here and I knew someday I would live here full-time.

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I wanted comfort,
and I wanted
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Liz: *Did that make you a snow bird – isn't that the term used to describe golfers that flit between the warm and colder climes?*

Shelley: I don't refer to myself as a snow bird because snow birds typically come down here and stay for anywhere between 2 to 5 months at a time and then go back to their other home - I would come all year around.

Liz: *So how did the gloves come about?*

Shelley: I have long fingers, so I was immediately relegated to wearing men's gloves when I started. There were no options for me. They were awful, they were so masculine looking and they felt horrible with all the excess leather on the palm. So I started wearing women's gloves and cut the fingertips off them. The problem was they only lasted one round because the seams would fray. I had seriously searched the world for gloves that would fit me to no avail. So one day, I forgot my scissors and stuffed my hand into the ladies glove

without cutting the tips off and during the round, the nail on my middle finger snapped in two - blood everywhere! I was in agony and unable to golf for 6 weeks. During that time, I decided to take matters into my own hands (literally) and design gloves that would fit women with hands like mine, that were feminine, and luxurious and made from the finest leather available on the market. I wanted elegance, I wanted comfort, and I wanted every woman to have access to the highest quality best fitting glove of her life!

Liz: *Is that how the business started, how did it evolve?*

Shelley: My starting point for my gloves—beyond the designs / sizing—was the leather. I wanted the softest, most breathable leather I could find, and the challenge was finding a manufacturer that could work with it and produce a consistent product. It took me about 3 years to finally get the product I was happy with!

Liz: *So you're still living in Canada whilst your working on this, doing your day job and developing the gloves in spare time?*

Shelley: Yes, my company started out as a Canadian company, and my only products were gloves. Now of course, we have an assortment of premium accessories to improve women's golf experiences. But I was shipping from Canada, and the cost & delivery delays were too much, so I found someone to do my distribution in Palm Springs



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A Birdie's View

and started setting up my US company. It was a crash course in entrepreneurship and it is super exciting to see how far my company has evolved. I am really excited about 2024!

Liz: *OK so the glove business is beginning to thrive, and then you got into designing shoes – Wow, is there no end to your vision! That's what I love about the women entrepreneurs we manage all sorts of angles whilst building our dreams. We have to believe in ourselves!*

Shelley: I think there's always been a strong belief in myself and my product so when I was taking my premium products out to trunk shows that belief was amplified! That's one of my favourite things to do because I get to be 1 on 1 with the customer.

I get to see first-hand customers really being drawn to my unique and high-quality items. It showed me for sure that there was a void in the market. Not everyone's gonna want premium luxury items, but there are people that do – and they're my customers!

Liz: *There are a lot of women that feel nervous about taking risks and big life changes, (of course that's not us!) How old were you when you decided to begin this journey - I want women out there to be inspired by your story.*

Shelley: It was just before my fiftieth birthday. I made a lot of changes in my life... Like, a lot of changes, which we will not get into right now!

Liz: *Well ha-ha, we're gonna be doing a feature on divorce and golf, so don't hold back! ha!*

Shelley: Yeah. That's certainly one of the changes! Anyway, so I made a whole lot of changes. That's when I also decided that there was no question that I was gonna be moving to the United States, into the Palm Springs area.

This is where my heart is, I knew this was where my company was gonna be! It's a long process to move from Canada to the US, with visas and business plans and everything else that goes along with that. That was a 2-year process. And then COVID hit.

Liz: *Oh lord!*

Shelley: Yeah. So that was a 2 year process extended. But on February 1st, 2022, I finally moved to the Desert.

Liz: *Happy anniversary!*

Shelley: Thanks! I got my VISA early January and then I flew to the PGA Expo in Florida, which is where I got to meet you for the first time in person! That was fun.

After the expo, I flew back to Canada and made the big move!! I'm in love with my life and the lifestyle here and providing amazing accessories to women golfers. This is where I am meant to be!



Shelley West, President, Nailed Golf
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