

Charmologist

MEET SAMANTHA



Hi, I'm Sam - a jewelry maker, Army veteran, wife, mom of three, and local of the Florida Panhandle. I'm the owner of Charmology, where every piece of jewelry is designed to tell a story.

After serving as an IT Specialist in the Army and spending time stationed in Korea, I felt called to create something more personal and creative. What began as simple custom pieces has grown into a full charm bar experience, where guests can design necklaces and bracelets that reflect their life, memories, and personal style.

At Charmology, I believe jewelry should be as meaningful as it is wearable. That's why our pieces are crafted from waterproof, hypoallergenic stainless steel and gold plating, made to last through busy days, beach trips, and everything in between. With over 600 charms to choose from, from birthstones and zodiac signs to hobbies, pets, and travel, there's truly something for everyone.

You can find me hosting pop-ups across the Panhandle, collaborating with local businesses, and booking private charm bar events for weddings, birthdays, and celebrations. Whether you're building a piece for yourself or gifting someone you love, my goal is to create jewelry that feels meaningful, lasting, and uniquely yours. Can't wait to meet you & your crew :)

xo Sam