

# Sharde Smith

Instagram

Hailing from Hamilton, Sharde Smith is the better half of infamous radio star, Vaughan Smith.

The pair are proud parents of their two beautiful daughters - Indie and August - who regularly make cameos in their content. The sisters have recently been crowned the youngest ever winners of an NZ Radio Award (2018) for their collaboration with famous Pop Star Lorde.

Being in the public eye has elevated their family to each growing significant social followings. It's easy to see the appeal in Sharde's account. Light-hearted, she always has a smile at the ready - and her down-to-earth, genuine personality shines through in the hilarious content she posts.

Stylish by nature, Sharde's passion for interior design really came into effect after they undertook a full-scale renovation of their family home in Te Atatu, Auckland. Building a second story was just one of their major feats, and the hours spent trawling the internet for inspiration sparked an innovative idea in Sharde.

Favouring children's spaces, she found that there was a real need for a hub where parents could connect with local and artisanal kid's brands. This quickly gave rise to her popular website, Indie & August, an online directory showcasing gorgeous children's products from across New Zealand & Australia. Their motto is to shop small and support original.

Media-savvy Sharde has earned her chops in the industry, graduating from AUT with a Bachelor of Communications, majoring in Advertising. This gives her a unique edge when working with brands, as her insider knowledge and understanding of collaborations, brand expectations and professionalism allow her to develop unique and authentic content.



*outspoken*