

KADEN & KAI Introduces Performance Anklets and Opens Wholesale Program for Retailers

KADEN & KAI launches lightweight, waterproof Performance Anklets and opens wholesale to boutiques, fitness clubs, resort shops and sports retailers.

LEXINGTON, MA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [KADEN & KAI®](#), the

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There's an opportunity to rethink where jewelry belongs. Performance Jewelry makes sense wherever people are active, traveling, playing, relaxing and expressing their style.”

Lisa Cassidy, Founder & Designer, KADEN & KAI

Massachusetts-based brand redefining jewelry through sculptural design and modern materials, has expanded its Performance Jewelry collection with a new category: [anklets](#). The company also announced that it is now accepting [wholesale](#) applications from boutiques, fitness clubs, resort and beach shops, and tennis and pickleball retailers nationwide.

Designed to be seen, not felt, KADEN & KAI Performance Jewelry offers a different approach to statement jewelry. Rather than relying on traditional heavy or rigid materials, the brand creates bold, lightweight designs from Verdasil®,

a soft, flexible material that is waterproof, sweatproof and designed for movement.

The new anklet collection extends that philosophy to a category particularly suited to active lifestyles. Designed to transition from workouts and the beach to everyday wear, the anklets are lightweight, flexible and resistant to water, sweat, chlorine and saltwater.

With retail prices ranging from \$32 to \$52, KADEN & KAI's Verdari® Performance Jewelry combines distinctive, sculptural design with everyday wearability at an accessible price point.

“I wanted to create pieces that made people feel confident and put together all day, every day without irritation or discomfort,” said Lisa Cassidy, founder and designer for KADEN & KAI. “Anklets are a natural extension of that idea. They can elevate your look no matter what the day has in store because they look just as good with sneakers as they do with sandals—and they feel virtually weightless.”

The anklet collection includes several of the brand's signature designs, including Isla, Sweet Ivy, Momentum, Chain Reaction, Diver Down and Dot+Dash, with additional designs planned.

KADEN & KAI Opens Wholesale Applications

Alongside the anklet launch, KADEN & KAI is expanding its wholesale presence and is now accepting applications from retailers interested in carrying Verdari Performance Jewelry.

KADEN & KAI will introduce the collection to wholesale buyers at New England Made in Boxborough, Massachusetts, September 15–16, 2026, as the company expands its retail presence throughout New England and beyond.

The company is particularly focused on partnerships with independent boutiques, fitness and wellness clubs, tennis and pickleball shops, resort and beach retailers, museum and gift shops, and other lifestyle-focused stores.

For retailers, Verdari Performance Jewelry offers an alternative to conventional jewelry assortments by combining the visual impact of statement jewelry with characteristics more commonly associated with performance products: feather-light construction, flexibility, water and sweat resistance, and designs made for movement.

“There's an opportunity to rethink where jewelry belongs,” Cassidy said. “We don't see Performance Jewelry as something that should only be sold in traditional jewelry stores. It makes sense wherever people are active, traveling, playing, relaxing and expressing their personal style.”

KADEN & KAI jewelry is designed and made in the United States, with earrings, bracelets, necklaces, chokers and anklets available across the collection.

Retailers interested in carrying KADEN & KAI Performance Jewelry can learn more and apply through the company's wholesale program at kadenandkai.com.

About KADEN & KAI

KADEN & KAI® is a Massachusetts-based jewelry brand founded by designer Lisa Cassidy.



Isla Anklet by KADEN & KAI in White Verdasil

Through sculptural design and modern materials, KADEN & KAI is redefining what jewelry can be.

The brand's Performance Jewelry is created from Verdasil®, a lightweight, flexible material selected for its comfort, durability and resistance to water, sweat and the demands of everyday life. The result is bold, sculptural jewelry designed to make a statement without weighing the wearer down.

Jewelry Made for Movement. Made to be seen, not felt.

Media & Wholesale Inquiries

Lisa R Cassidy

KADEN & KAI

+1 781-879-8777

lisa@kadenandkai.com

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