



Metric Forrest
STUDIO



Associated Bank
Small Business
All-Star profile

METRIC FORREST STUDIO

Forrest Voedisch always had a passion for creative ideas and business. When she bought a struggling jewelry business in 2019, she combined those two passions to create Metric Forrest Studio. This Madison-based business makes every piece of jewelry by hand, right here in Wisconsin. Their unique designs are etched and hand-punched one at a time – creating beautiful, wearable art.

“There were many advantages to saving this small business, but it was also challenging,” Forrest said. “We had to not only re-brand but clean up many different aspects of the business.”

WWBIC provided a capital infusion to get Forrest’s entrepreneurship venture off the ground, and in 2022 the business also received a \$5,000 grant from Associated Bank and the Brewers Community Foundation.

“We were able to hire another part-time studio artist to help grow that business and keep up with demand,” says Voedisch. As the brand develops into its own unique style, Metric Forrest Studio is anticipating a Madison retail store and more exciting developments in the future.

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metricforreststudio.com



Owner:
Forrest Voedisch

Business Location:
Madison

Loan Investment:
\$80,000

Employees at Business:
4

WWBIC Support:
Grant, Lending,
Coaching



Entrepreneurship and
Financial Wellness Training •
Lending • Coaching