

by Helen Abrams
photos by Annie MacAller Photography
and Emeth Photography



ELA JAE

Inspired by Horses, Designed with Intention.



There is a quiet confidence that defines the equestrian world, an ease that comes not from perfection, but from years of discipline, connection, and time spent in the saddle.

It is a feeling Melina embodies effortlessly. Whether in the ring or just beyond it, her presence reflects the very essence of modern equestrian style: refined, grounded, and deeply personal. It is what makes her the personification of Ela Jae, a brand built not just on design, but on lived experience.

Ela Jae is defined by its beauty and intention, with thoughtfully designed pieces that capture the essence of the equestrian lifestyle with effortless refinement. Timeless in design, each piece is created for daily wear, crafted to endure, and elevated through a quiet, uncompromising sense of luxury.

Founded by sisters Lindsey Bernhardt and Ashley Miller, the brand was created from a shared understanding of the equestrian lifestyle, one shaped equally by the intensity of the sport, and the quiet moments that surround it. On Melina, that story comes to life.

At its core, Ela Jae is built on a simple but powerful idea: equestrian jewelry should feel as refined as the life it represents.

Each piece draws from the foundational elements of the sport: the curvature of a stirrup, the structure of a bit, and the balance between strength and precision inherent in equestrian design. These forms are translated into clean, architectural silhouettes, where proportion, scale, and finish are carefully considered. The result is a collection that is subtle enough for everyday wear, yet distinctly recognizable through its equestrian influence. This is jewelry designed for continuity, moving seamlessly from early mornings at the stable to evenings beyond it.

Worn by Melina, Ela Jae takes on an added dimension. Each piece integrates effortlessly into her presence, considered, balanced, and inherently complementary.

What sets Ela Jae apart is not just design, it is intention. The brand is deeply rooted in the emotional connection between horse and rider, a partnership built on trust, patience, and mutual respect.

For founders Lindsey and Ashley, this connection is personal. Ela Jae reflects a shared life, one shaped by horses, creativity, and a desire to create something lasting.

Jewelry here is not decorative, it is symbolic. A marker of time spent in the saddle and a quiet reminder of identity.

Ela Jae is designed to last, not just in craftsmanship, but in meaning. Each piece is created to age beautifully and become part of a rider's story. It belongs wherever the rider does, from stable to city, from competition ring to everyday life.

Ela Jae is not just something you wear for a moment, it is something you carry with you. As seen on Melina, each piece reflects a life shaped by horses, grounded in purpose, and elevated through design.

Discover the collection at elajae.com

Melina is wearing All the Luck Satellite Necklace in YG, Black Enamel Beaded Chain with the Black Enamel Horse Head Pendant, Back-to-Back Stirrup Earrings, Buckle Up Pendant (showing Ela Jae logo side) in yellow gold on the O-Shaped Adjustable Chain, and Rein Bit Bracelet.





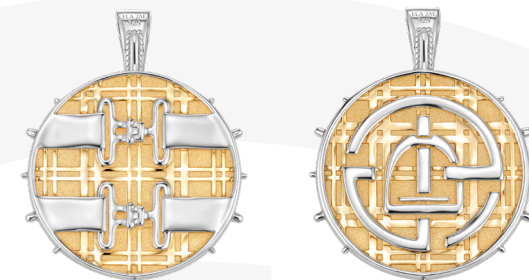
Melina is wearing All the Luck Satellite Necklace in yellow gold, Wishing You Luck Pendant, Back to Back Stirrup Bracelet in mixed metal, and Rein Bit Connector Ring in yellow gold.



Buckle Up Bracelet yellow gold



Buckle Up ring yellow gold



Plaid Buckle Amulet mixed metal; reversible



Beyond the Barn

Uncompromising quality and heirloom weight—accessible luxury for the modern rider.

Designed to move seamlessly from the saddle to the city, the Ela Jae collection brings elevated craftsmanship to the everyday wardrobe. The brand uses only premium materials, including solid sterling silver finished in a thick, triple micron layer of 14k gold, ensuring every piece is as resilient as the lifestyle that inspired it. Whether stacking the signature Stirrup Bracelets or layering versatile pendants, like a custom-engraved Fleur-de-Lis Amulet honoring a beloved horse, these are more than accessories. They are modern equestrian essentials, distinctly recognizable to those who know, and admired by everyone else.

Left: Black Enamel Beaded Satellite in yellow gold 18" Chain.

FDL- Fleur-de-Lis engravable amulet in yellow gold (shown engraved; Amulet is reversible).