

Curtis School Alumni Profile: Julianne Goldmark
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By Vanessa Ziff Lasdon

Buckley tenth grader, Julianne Goldmark, has been busy since graduating sixth grade at Curtis School. In 2008, Julianne and friend Emily Matson took their love of design and retail to a new level with a unique concept--hair ties and headbands that look good *and* feel good. Powered by a passion for fashion and creative talent, the two girls launched what is now a budding accessory line, Emi-Jay (www.emi-jay.com). Browsing their website, it's easy to see how these versatile and vibrant hair accessories add the perfect amount of flair to anyone's hair, all without a dent, slip or tug.

Aside from the stylish, comfy, affordable headbands and hair ties (doubling as chic bracelets!) that Julianne and Emily hand-make themselves, what makes Emi-Jay equally irresistible is that a part of all proceeds are donated to eight different charities, like Locks of Love, which provides hair pieces for children with long-term hair loss. "[Donating] is not only a great way to help others," says Julianne, "but adds a unique component to our business. [...] It's definitely my favorite aspect of the company!" These attributes first won the eye of Jennifer Aniston, who was seen on the scene sporting an Emi-Jay black satin hair tie. Word spread like wildfire, and soon the two young entrepreneurs were dividing their study time with photo shoots, press requests, website updates, and lots of designing for the very magazines that inspire them, such as *Allure*, *In Style*, *Seventeen*, *Lucky*, *Marie Claire*, and the biggest score of all, Oprah's magazine, featuring her favorites throughout the year. Friends of Emi-Jay now include Sarah Jessica Parker, Gwyneth Paltrow, Lisa Kudrow, Dakota Fanning, Jessica Simpson, Kim Kardashian, Heidi Klum, Cindy Crawford, and celebrity hair stylists like Chris McMillan. Emi-Jay currently sells worldwide across the United States, Canada, the United Kingdom, Australia, China, and Japan.

Running a business and maintaining great grades is more than a full-time job, but Julianne possesses the work ethic and poise to make it all happen. Despite how busy Emi-Jay keeps Julianne, schoolwork is top priority and always completed first. Her favorite subjects this year are History and Yearbook. Julianne attributes her ongoing success academically and professionally to a combination of motivation, patience, organization, perseverance, and ambition. "Not everything is going to happen at once," she says, considering how much experimentation went into the first year of Emi-Jay alone. "If you keep going, and consistently come up with new ideas, [things] will eventually fall into place." In the next five years, Julianne hopes to see Emi-Jay expand into clothing and jewelry, among other accessories. As for her academic future, Julianne is interested in exploring various aspects of artistic style, including clothing and interior design, as well as photography. After high school, she plans to apply to such schools as Parsons, Fashion Institute of Technology, or UCLA Design School. Meanwhile, Julianne is excited about Emi-Jay's spring collection, combining a sophisticated palette with girly glam, and special details like satin ribbon, subtle lace, and rare vintage pieces -- simple with a dash of panache.

Julianne feels she has a lot to be thankful for: a stellar education, a great Emi-Jay team, including two invaluable moms, the many Emi-Jay fans, and all of those in need who benefit

from Emi-Jay's charitable donations. "One of the most fun aspects about running Emi-Jay is getting to see people of all ages enjoy our products," says Julianne. "It's always exciting to hear people talking about their love for our hair accessories, as well as rewarding to see that all of our work pays off!" Julianne gives her mother, Soomi Goldmark, special credit for nurturing Julianne's creative eye from an early age. Since her elementary years, she has taken a variety of art, design, and photography classes both in and out of school, and now considers photography and interior design two of her favorite hobbies apart from Emi-Jay. As for Curtis School, Julianne always loved her art classes and maintains close friendships with many of her elementary school classmates. Julianne's advice to anyone looking to start a business of their own is to stay motivated through the challenges. "Be confident in your product or cause, and you'll definitely go far!"