

# THE GUNNERY

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## A Vermeil Star

Todd Santa Maria  
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Leslie Kumar '99 proudly announces the opening of her jewelry line, NYLA STAR which offers quality pieces that can transition from day wear to night. All pieces are vermeil (sterling silver with 14K gold overlay), clear, or colored cubic zirconia. The pieces are aimed at all age groups from the early 20s to the early 90s. "These are good pieces to travel with," said Leslie. "They are for the ladies who don't want to take real diamonds on vacation. They look real, but they are not."

For Leslie, owning and operating her own jewelry business was always a dream. She started her career in sales, marketing, and public relations at Lee Angel, a jewelry company. There, she learned about the business and how it works: including wholesale to retail practice, the design process, and manufacturing process. A short stint in real estate marketing followed thereafter, but Leslie realized she wanted to get back into fashion, mainly in accessories and jewelry.

In 2009, she decided it was time to venture out on her own. She spent most of the year developing her brand identity and her marketing materials. Leslie follows this philosophy when developing her identity: "You need to have a part of you in it (the brand). I think that will come out naturally in whatever you are selling. I also ask myself, 'What would I want to see in another business? How would I be drawn to that?' I need to get into the mind frame of the NYLA STAR customer."

And where did the name NYLA STAR derive from? NYLA are the four first letters of all the women in her family: Nada, her mother, Yasmin, her older sister, Leslie, herself, and Ambika, her oldest sister. "Star" is her mother's maiden name.

Currently, Leslie is a one-woman shop, working out of her home. She contemplates getting her own space down the road. "You have to sacrifice a lot of time. You have to be very disciplined. You have to do it 100%. You're only going to get out of it what you put into it."

Leslie offered the following ten steps for anyone interested in started their own business: 1.) Be passionate about your product, 2) Take advantage of social media, 3) Use your current network and establish new ones, 4) Do research on your industry, 5) Find your niche, 6) Create a unique brand identity, 7) Be confident, 8) Know your product, 9) Know your market, and 10) Know your competition.

The year 2009 was big for Leslie personally as well as professionally. She married Jaret Posmentier May 24, 2009 at the Belvedere Mansion in Staatsburg, NY. After honeymooning in Italy (Capri and the Amalfi Coast) and the Greek Islands (Santorini and Crete), the couple is living in Park Slope, Brooklyn.

You can visit NYLA STAR's website at [www.nylastar.com](http://www.nylastar.com).



Leslie Kumar '99