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Style scene news from L.A. and beyond, plus new arrivals in beauty and design

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Prime Find: Emi Jay Hair Ties

Posted By: Suzy Strutner · 7/20/2011 12:00:00 AM

It's a bracelet! It's a hair tie! It's a sixteen-year-old's business venture? With a little elastic and a lot of savvy, local teenage duo Emily Matson and Julianne Goldmark have crafted a collection of stretchy, simple hair ties and headbands that transition from rooftop pools to Robertson Blvd. with ease. Just as demure and cutesy whilst stacked on a wrist, securing a braid, or peeking out from a messy bun, the bands sell for \$5.99 per pack of three at Emi Jay's [online shop](#), with a portion of proceeds donated to charities like Locks of Love. Headbands come in regular or extra-wide sizes and simple or bejeweled styles with classy crystal flowers and beads. (They may be teens, but Emi Jay's bling is never cheesy.) Though Jennifer Aniston and Gwyneth Paltrow are fans, the ultimate press for the high-school entrepreneurs came when Nickelodeon star Miranda Cosgrove was sighted in one of their quietly elegant satin hair bands (\$17.99).



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