

Star Sosa

Jewelry Designer & Owner, Spectrum Art and Jewelry

Star Sosa fell into the jewelry business by chance, but lovers of unique, custom pieces are glad she did. Sosa owns Spectrum Art and Jewelry, a business she describes as “a jewelry store that sells art.”

Sosa has been a jewelry designer for more than 20 years, and has a B.A. in American studies from the University of California at Santa Cruz — a degree, she’s quick to say, that doesn’t have much to do with jewelry design. She’s equally quick to say, however, that the writing component of her education has been invaluable for the writing and marketing she does for her business.

Invaluable? Absolutely. Spectrum has been open for 11 years and is currently in its third location. Sosa started the business in Historic Downtown Wilmington before moving the store to the Forum and then relocating again in the same shopping center. “I knew the Military Cutoff area was going to be the financial hub of town,” she says. “And the location is perfect for my clientele.”

Sosa has firsthand experience with the changes the local business community has seen in the last decade. There have been growing pains, but the result has been the emergence of a dynamic business climate in the Wrightsville Beach area. “The Military Cutoff Road expansion was tough,” she says. “But I knew it would be great for business when it was done.”

Sosa credits her success to the specific niche she has created for custom jewelry in town, but she is careful not to forget her own niche outside of the business. She loves the outdoors, swims in the ocean at Wrightsville Beach and rides her bike around the island in her free time. “I have a great lifestyle,” she says. “I work hard, but I make time to swim and be outside.”

