



**Lesly Zamor**  
Board Member  
Founder and President

After years in the Investment Banking business, Mr. Zamor left to embark upon an entrepreneurial career as an Interior designer. He brought his financial acumen to his business when he founded *Bloom*; a New York City based Event design Studio in May 1993, and expanded the business to include interior lifestyle design.

In a little over a decade, he established *Bloom*, as one of the country's premier floral and event design studios and a multifaceted design business catering to the crème de la crème of Manhattan's fashion, advertising, and entertainment elite. Mr. Zamor has been written up internationally in publications such as *America's Elite 1000*, *Vogue*, *Elle Decor*, *The New York Times*, *In Style Magazine*, *Women's Wear Daily*, *Modern Bride*, *Martha Stewart Weddings*, *New York Magazine*, *Zagat Survey*, *The Knot*, *Town & Country*, *Crain's New York Business*, *American Express Departures*, *House Beautiful*, *Family Circle*, and the New York's *The Daily News*.

In June 2003, Mr. Zamor sold *Bloom*. With his enterprising spirit and design talent, he went on to start *SEED* Design Solutions, a project management company. His work include such notable and buzz worthy New York hot spots like *Avenue Lounge*, *TAJ Lounge*, *Ixta Restaurant*, *Katra Lounge* and ***Slate*** to name a few.

Through *SEED*, Mr. Zamor is committed to bringing a new sensibility to restaurant, hotel and residential projects. His latest project, *STUDIO MIX*, ([www.studiomixltd.com](http://www.studiomixltd.com)) a fine furnishing and selective lighting studio on lower Madison avenue, has been applauded for its design versatility and product mix. The store has provided custom fixtures and furnishings for many high profile designers such as Peter Marino, and restaurant/clubs such as "Lavo" in Las Vegas.

Also, with the onset of a new hospitality company *NEST*; ([www.nesthospitality.com](http://www.nesthospitality.com)) Mr. Zamor is developing new room projects for hoteliers nationwide.

Mr. Zamor is a graduate of New York University where he received a Bachelors degree in Economics (1989).