



La Mariposa Aristokatz, Mosaic

In another time she might have been an explorer charting paths for those to come. Today, Diane Matzner owns not one, but three highly successful boutiques in Palm Springs.

La Mariposa, offering unique women's apparel and accessories, has been delighting customers for 20 years. Aristokatz, a cat lover's paradise, is celebrating its 12th year. Mosaic, a gift emporium, is the newest in her collection and has been open for four years. Both La Mariposa and Mosaic are located in the Mercado Plaza, which boasts an old-world marketplace ambiance. Aristokatz is nearby in the historic Oasis Plaza.

Born and raised in Long Beach, Calif., Matzner has always been a high-energy person with a strong sense of her future. In fact, she kept a diary in junior high and wrote in it that she would someday own her own business.

"I have been very fortunate to make a living doing what I love," says Matzner. "At a young age I discovered that retail was the perfect outlet for my entrepreneurial spirit. A passion for buying, merchandising and relating to people came very naturally to me."

Her success has been recognized. In 1998, she received the prestigious Athena Award when the Palm Springs Chamber of Commerce named her Entrepreneurial Businesswoman of the Year.

"I take great pride in being a small, independent, woman-owned and -operated business. I like to believe the people I employ and the customers that have



supported us for 20 years respond to that attitude."

Matzner also has a strong sense of community. She is a board member of the Palm Springs Chamber of Commerce and the Palm Springs Economic Development Corporation, and a committee member of the Palm Springs Police Community Task Force. She also serves on the advisory board for the City of Palm Springs Tourism.

She has played a vital role in bringing Art in Public Places to Palm Springs. She convinced the city, architectural review board and her landlord to allow her to commission the famous "Cat Bench" that sits in front of Aristokatz. Her own cats, Dusty and Pepper, were models for artists Gwen Hughes and Rick Barber as they crafted the whimsical bench. Today another piece of functional art, "Mosaic Bench," an extraordinary tile-encrusted cement love seat by Harvey J. Silverman, sits permanently in front of Mosaic.

"My goal is to provide a shopping experience. To me retail is an emotional thing – a romantic connection with the way things look, feel and smell. Inspiration from my travels and a colorful imagination help me keep things fresh and new. The bottom line is, what I do makes me very happy."

For more information call: 760-322-0833.

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