

WE ARE ALL AGES & LIFESTYLES

ENTREPRENEURIAL DESERT WOMEN

By Carol Drake

We are at it again with a new major goal of The Desert Women's magazine. What a wonderful free spirit she is! I was on the edge of my seat throughout the whole interview, enthralled with her enthusiasm. Diane owns LA MARIPOSA BOUTIQUE and ARISTOKATZ, a store especially for the cat in your family. Both stores are in the Desert Fashion Plaza in Palm Springs.

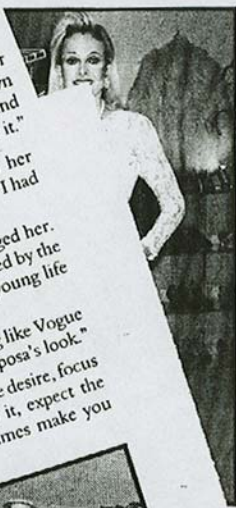
Don't tell Diane no, because she will say yes. She has worked from the tender age of 15 because she knew if she were going to see the world, have her own business and be wildly successful, it was up to her. Diane has a gusto for life and learned very early that it is O.K. to be different, use her creativity, and "go for it."

Armed with about half a dozen low interest credit cards, she launched her business, with the vision of what she wanted always in her mind. She says, "I had to learn the hard way, but that just made me more determined."

Diane was raised by her grandmother who always loved and encouraged her. Because she did not have the "normal" childhood, she was never inhibited by the "shoulds" and "coulds" that so many of us have to get through. Her young life had been full of obstacles, so they were just a part of life to her.

About her shop, Diane states, "You will never see yourself looking like Vogue magazine in my store. Unique, distinctive individualism is La Mariposa's look."

Diane's advice to you, as a potential business owner, is to have the desire, focus on your talents (every one of us has them), know you can do it, expect the unexpected, know there are always solutions and that tough times make you



Diane Matzner of La Mariposa Boutique & Aristokatz

strong, and go for your dream. "Remember," she says, "if times seem tough, change the way you look at it. Life is perception, and we have the ability to change it. What you project in life is what you get." She sincerely believes that good things come to good people and hard work and optimism will pay off in the end. Diane's spirit is evident the moment you enter her store, and every one of her employees radiates that spirit.

June and Colleen take on consignment exceptional clothing items that look like new and are up-to-date and stylish, and then use their fashion knowledge and expertise to help their customers dress fabulously without paying retail prices for designer clothing. The list of clients who provide them with outstanding and unique items has grown from 20 to 200 over the short time they have been open.

Necessity was the inspiration for their business. They toured Southern California looking at other resale businesses and doing research into what made them successful. They found only one woman who was willing to share her secrets, and they attribute much of their success to her gracious help. They were thus able to avoid many of the pitfalls that might have cost them dearly. Their advice to other women who would like to start their own business is to be fully prepared, do the research necessary before jumping in, understand the time commitment, and then go for your dream and believe in yourself.

Next on my list to interview was Loran Arvizu, who, with her partner, Sharon Kite, own LORAN LORAN salon, a complete day spa located at the corner of Sage and El Paseo in Palm Desert. Loran is a dynamic young woman who has known where she was going from the time she was a teen-ager. She had a passion for all areas of the fashion industry and art of it. Loran's choice of work was with women's of cosmetology. Her skeptical father, a bank president that was her choice, she would have her own salon. Soon, there was no stopping her. She attended the school, after her education, she apprenticed in many salons, and she opened her first salon. She attributes much of her support from her father.

They both had been with every great always look terrific faced with the chaotic fashion knowledge

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