

## Spotlight

STEPHEN  
MONKARSHCEO AND FOUNDER  
**Just Fabulous**

and to share the secret sauce — or at least some of the main ingredients.

“Palm Springs had a profound impact on me from the moment my mother first brought me here when I was 5 years old,” explains the native Angeleno, who relocated to the desert in 2007. “Throughout my life, I’ve considered this my happy place.” Though he never intended to open a boutique, Monkarsch noticed a sign advertising an empty retail space, and the rest, as they say, is history.

Monkarsch curates everything in the 2,500-square-foot store — from coffee table books and Koons-inspired balloon dogs to cheeky greeting cards, gifts for pets and kids, and an assortment of holiday merchandise. The boutique also hosts celebrity book signings — Dec. 3, Just Fabulous presents a book signing by Nancy Sinatra — other authors such as Jackie Collins, Anne Rice, Lily Tomlin, and Lisa Vanderpump have also appeared at Just Fabulous.

“Being known for exemplary customer service is definitely key to our success,” Monkarsch says. Meet him at the boutique, and you will not only feel his enthusiasm but quickly realize that his desire to put a smile on your face is authentic, whether you purchase something or not. “If you aren’t feeling fabulous when you enter the boutique, I promise you will when you leave.”

Stephen Monkarsch is founder and CEO of Just Fabulous, the popular Palm Springs bookstore and gift boutique in the Uptown Design District. Throughout his life, Monkarsch has inspired others with his unwavering belief in making his dreams come true — no matter the

challenge. With this “can do” attitude, it should come as no surprise that it took him less than three months from conceiving the idea of Just Fabulous to opening its doors.

We asked Monkarsch to give some insight on why he thinks his business has flourished over the last 15 years



▶ Watch the video interview at [palm Springslife.com/visionaries](https://palm Springslife.com/visionaries)