

## BUSINESS PROFILE MONTECITO LOFT & HOME



**Jim Polep, Owner,  
Montecito Loft & Home**

Montecito Loft & Home is a home furnishings and interior design establishment with a decidedly modern aesthetic. Says owner, Jim Polep, "We are a fun place to shop: we're not just modern; we're eclectic and unpredictable. We are unique to the Valley because we carry a mix of furniture, gifts and accessories that are usually only found in a major city." The showroom in the Willets Town Center in Basalt features home furnishings, custom furniture, accessories, and accents, and the business offers interior design services, as well.

***Q. What kinds of designs and interiors are you involved with?***

***What services do you offer?***

A. Although we've become known for our modern look since our move to Basalt in 2006, we can help our clients infuse modern or contemporary touches to their projects to whatever degree they wish.

***What geographic area do you serve?***

Most of our business is right here in the Valley between Aspen and Carbondale. We do find ourselves shipping furniture all around the country for people who come into the store while visiting, and they decide to buy from us.

***What do you enjoy most about your business?***

Truthfully, what I enjoy most about my business is when people come into the store and say, "I love this store." I think that's a pretty powerful thing to say, especially about a furniture store.

***How did you get your start here?***

I came to Aspen in the summer of '96 really just to take a break and vacation after selling my prior business. During that summer, I decided that I really wanted to stay. I happened upon Montecito, which had been started a few years earlier by a couple from California. They were closing the store for several reasons, and I bought it. But I really got my start in 1975 when I first came to Aspen as a ski bum and washed dishes at La Cocina.

***What's your favorite place to just take it all in and enjoy?***

Fortunately for me and for most people who live here, that is a tough question. If I had to pick, I'd say bicycling up to the Bells and hanging out for a while.

***Do you have a favorite sport or recreation? What do you enjoy about it?***

Yes, I would have to say riding my motorcycle. As far as what I enjoy about it? That's hard to articulate unless you ride one.