

# SAN DIEGO HOME/GARDEN

LIFESTYLES



*The International*  
**STYLE ISSUE**  
DECORATING  
*with* **COLOR**

DESIGNERS' MOST  
**FAVORITE OBJECTS**  
(and where to get them)

PLUS  
The perfect  
*getaway*  
PALM  
SPRINGS

## JEFFREY PARISH

A South Park pioneer sets his designs on some of his favorite things



### Long before it became

one of San Diego's hottest hoods, Jeffrey Parish staked out his own little slice of South Park. Opening a metaphysical bookstore on Fern Street in 1998, he later segued into beloved gift and home furnishings store Junc. And he has continued his evolution with the latest iteration of his space, the eponymous Jeffrey Parish, a showcase for his own fashion line. Attending Fashion Careers College while he ran Junc, Jeffrey now has produced a collection that includes leather bags, shoes, jewelry and women's clothing. He describes it as the most personal space he has ever created, featuring designs he calls classic and timeless, as well as stocking some decor items like the kind that earned Junc its devoted fan base. Jeffrey is also a two-time participant in the Timken Museum of Art's Art of Fashion event, creating original fashion designs inspired by pieces from the museum's collection.



### What's your favorite restaurant?

His go-to spot in his South Park neighborhood is the Rose Wine Bar + Bottle Shop, where the carpaccio salad and a glass of sparkling rosé puts him in his happy place. A French food fanatic, Jeffrey also loves Bleu Bohème and their basil martinis. And like countless other San Diegans, he adores The Red Fox Steakhouse and Piano Bar, which is set to move across the street from its current location in 2019.

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### Where do you go to clear your mind?

Home, is his succinct answer. And more specifically, his garden. "It's just quiet and peaceful and it's my place to be. I just sit out there and relax."

**"Don't change a damn thing."**

### Any advice to your younger self?

"Don't change a damn thing. Do it all the same way," he says. "If I hadn't done the things that I did, I wouldn't be the person that I am."



### Where do you go for coffee?

A confessed coffee-hound, Jeffrey is excited about Communal Coffee, which set up a converted trailer to dispense their lavender honey lattes in a long-vacant lot adjacent to his store. "I should have an IV of those honey lattes stuck in my arm to roll around with me because they are so good. Coffee is my life," he says.

BLEU BOHÈME (BOTTOM LEFT)



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