

Guts & Glam at new Scottsdale Boutique

Written by Nadine Toren

personality and AZfoothills.com columnist Nadine Toren is scouring the area, finding savvy Valley features, bringing readers on the scene.” Every day she'll introduce you to , athletes, and give you an inside look into local events and hot spots. She'll touch on topical issues, and keep AZ fans posted on all the big talkers around town.



Strut your inner-diva by stocking up on dashing one-of-a-kind pieces. Meet the mastermind behind one of Scottsdale's new posh boutiques.

She grew up in Montana, but spent her days dreaming of Paris. The Scottsdale trend-setter was raised by her French mother, so she naturally grew up with that French-like niche for fashion. That's why Heidi Martincic is now the proud owner of Paris Montana, the unique Old Town boutique offering avant-garde pieces galore.

“I love drama. I love taking high couture into everyday life, giving people the feeling they just came off the runway,” said Heidi Martincic, self-proclaimed “Queen of Everything.”

Growing up, Martincic spent the summers working at Nordstrom. Like many young ladies, she acquired a true love for jewelry and clothes; however, her passion became a part of her being. In 1999, Martincic moved to Arizona—husband and step-daughters in tow. After spending about ten years at a top-notch Valley ad firm, the 40-something decided it was time to make her dream a reality.

“Our motto is ‘comfortable couture,’” she said.

The tastefully talented woman kicked off her new venture traveling back and forth to Paris, picking up unique antique pieces at French flea markets. Martincic then brought her fabulous finds back to AZ and created costume-like jewelry fit for every Valley vixen.

“I'm known for my multi-chained necklaces.”



Once she acquired a line of signature pieces, Martincic road-tripped to high-end conventions and art shows creating quite a name for herself. She also sold her stuff at hot local happenings; Barrett-Jackson and Scottsdale Fashion Week.

But that was just the beginning for the green-eyed bombshell.

In April 2011, Martincic gave birth to her baby: the Paris Montana boutique near Scottsdale's 5th Avenue Shopping District. The store is coated with pearls, rhinestones, rust, and vintage—lined with chic clothing and jazzy jewelry.

A lot of what you'll see is one-of-a-kind; Martincic designs most of her stuff, but often teams up with local artists for further flare and pizzazz. The daring, runway-like pieces range from \$20-\$250+, and all apparel is offered in a variety of sizes.

“Wearing our items will transform any woman's day. Our pieces are large, dynamic, and bold.”

Make sure to pick up one of her staples: silver spoon necklaces with engraved statements like “Guts & Glam,” but you'll have to act fast if you want to sport her stuff anytime soon. Martincic is taking a summer break, skipping town for a few weeks and temporarily closing up shop to re-stock her glitzy goods. However, be sure to swing by the store mid-August when she re-opens a made-over montage of must-haves.

“I'm starting to hear people saying ‘Omigiosh, that's a Paris Montana;’ it's the ultimate compliment.”

For more information, visit: www.parismtjewelry.com

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