



Jessica L Towbin

February 10, 1965 - September 15, 2025

Jessica Towbin, age 60, passed away peacefully, surrounded by family at her home in Asheville, North Carolina, on September 15th, 2025. Born in San Antonio, Texas, and raised in Atlanta, Georgia, and El Reno, Oklahoma, Jessica lived a vibrant and creative life marked by beauty, resilience, and deep love for her family.

Jessica spent many years in South Florida, where she gave birth to and lovingly raised her two daughters. She also spent cherished time living in Aspen, Colorado, a place that reflected her deep appreciation for natural beauty and artistic expression. Most recently, she made her home in Asheville, North Carolina, drawn to its gorgeous climate, kind-hearted people, and vibrant culture—a perfect match for her own spirit.

A gifted designer and decorator, Jessica had impeccable style that radiated through every aspect of her life. Her home, her wardrobe, and everything she touched became a playful and chic wonderland—elegant yet unbounded, just like her. Her warmth, humor, and kindness lit up every room, leaving a lasting impression on all who knew her.

Jessica had a rare strength and found joy in every moment, even in the face of adversity. Her laughter was infectious, her compassion genuine, and her intelligence inspiring. She lived her life with courage, grace, and love—and

encouraged others to do the same.

She is survived by her loving husband, Joel Towbin, her two beloved daughters, Rose and Brianna Baum, her mother, Patricia Deloach, her sisters Linda and Tammy, and her brother Steve.

A memorial service will be held on October 3rd, 2025, at 2:00 PM, at Morris Funeral Home (304 Merrimon Ave, Asheville, NC 28801). Chaplain Cy Miller will officiate the service. Concluding services will take place at the Towbin residence following the memorial.

In lieu of flowers, the family kindly requests donations to be made in Jessica's honor to one of the following organizations:

American Cancer Society
Colorectal Cancer Alliance
Fashion Scholarship Fund

Jessica's legacy of style, compassion, and joy will continue to inspire all who were fortunate enough to know her.

Previous Events

Memorial Service

OCT 3. 2:00 PM (ET)

Morris Funeral & Cremation Care Chapel
304 Merrimon Avenue
Asheville, NC 28801

The service will be officiated by Chaplain Cy Miller

Tribute Wall



“ *Morris Funeral & Cremation Care created a Tribute Video in memory of Jessica L Towbin*



Morris Funeral Home - October 03, 2025 at 05:11 PM



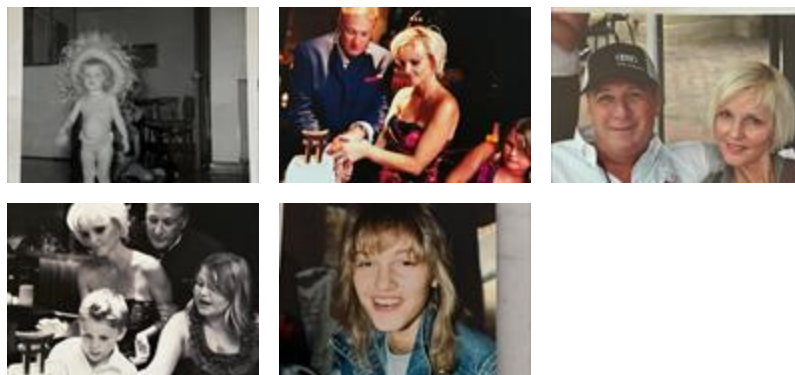
“ *1 file added to the album Memories*



Morris Funeral Home - October 01, 2025 at 03:29 PM



“ *14 files added to the album Memories*



Morris Funeral Home - October 01, 2025 at 09:09 AM



“ *Very difficult to pick our most outstanding time together since over 18 years together we had many. First time meeting a Jessica on a blind date for dinner was truly an amazing time. She was actually waiting for me smiling as if we knew each other for years. Then came a nice warm hug and a kiss. Something was very familiar with this beautiful woman. We sat down for dinner and I felt like I needed to get closer. And we did..*

A perfect introduction. I had to go out of town for a few days as my father passed away. As soon as I got back home she was waiting to see me again and I ofcourse needed to get to know this beautiful person better. Deep down I already knew we were a mutually willing to go further.and so we did get closer as we married and were together for 18 years until her untimely departure. She was an outstanding person,wife, mother and friend that I'll miss deeply. She had really loved life and was gone way too soon!

Joel Towbin - September 29, 2025 at 08:55 AM

GU

“ *Joel words cannot express our deep condolences in Jessica's passing. Though we only knew her for a short time, we know she was a special person who had a spirit that touched many. Her flair for design could be seen in her clothes, house and surroundings. We feel blessed to have known her.*

Grace Unruh - September 29, 2025 at 07:32 AM

CH

Dear Joel,

Ron and I were shocked and saddened to hear of your wife's passing. Although we never knew her, she was a beautiful woman and I'm sure as beautiful on the inside. We can't express our sorrow for you, her daughters and extended family. We always enjoyed seeing you in the jewelry store in Aspen and getting to know you, Joel. Ron and I can't imagine what you're going through. Take care of yourself. You have our deepest sympathy. Candy and Ron Hochfield

Candy Hochfield - December 26, 2025 at 07:32 AM