



## WILDFLOWER PUTS FASHION ON THE TABLE

### Rich and Magical Tablescapes That Enhance Your Event

When Youngsong Martin was looking for table linens to rent for her niece's wedding, she was disappointed by the lack of selection. But with her talent in fashion design—plus a bit of serendipity—she was able to do something about it.

At a fashion trade-show for her women's wear line, Martin dressed up the chairs in her booth with covers she made. A woman there saw them and recommended Martin get in touch with her daughter, who did weddings. Now, seven years after opening Wildflower Linen, Martin has created an empire of haute tabletop design and rental—one whose hub is based in Buena Park, site of Wildflower's headquarters.

Wildflower Linen includes showrooms in Los Angeles, New York and San Francisco. Martin says the company's first big event was an Elton John cancer fundraiser held at Sharon Osborne's house. She has since provided linen rental to some of the star-filled parties associated with the biggest entertainment industry events—the Emmys, Golden Globes, Grammys and Oscars—not to mention numerous weddings and special events.

Martin's success comes from her signature way of doing business. Similar to what she did as a fashion designer, Martin designs her own linens, putting out three collections a year.

Wildflower carries more than 400 different linens, which includes tablecloths, napkins, chair covers and accessories such as cocktail napkins. Martin, who manufactures her own fabrics, says she draws inspiration from the colors of nature. And nature's influence

is felt in other ways. In her collection presented this past spring, Martin wanted to be as environmentally friendly as possible.

"I used a lot of cottons and linens, and I researched in-depth on what would be considered eco-friendly," she said. "I wanted to be as organic as possible. If I used cotton, I wanted to know the origin of the cotton, where it was raised."

What Martin comes up with are striking, ornate designs with colors and textures that are a world away from standard white hotel-style linens. For her fall collection, for instance, there are more saturated, deeper colors—different shades of red, a cinnamon-bronze brown—in a variety of weavings.

It's that fashionable selection, along with great service, that has impressed Barbara Wallace, who owns the Corona del Mar-based Barbara Wallace Weddings.

"They keep expanding their product; she is always coming up with something innovative, fun and cute," said Wallace, who estimates she's worked with Wildflower on at least a couple dozen weddings. "They have so many colors to choose from, and their showroom is very easy to use. They are all very happy to help."

"Young is an amazing woman," she said. "I have been there since the beginning, and it's wonderful to watch a woman who saw a need and found a niche."

For more information, visit [wildflowerlinens.com](http://wildflowerlinens.com). ■