

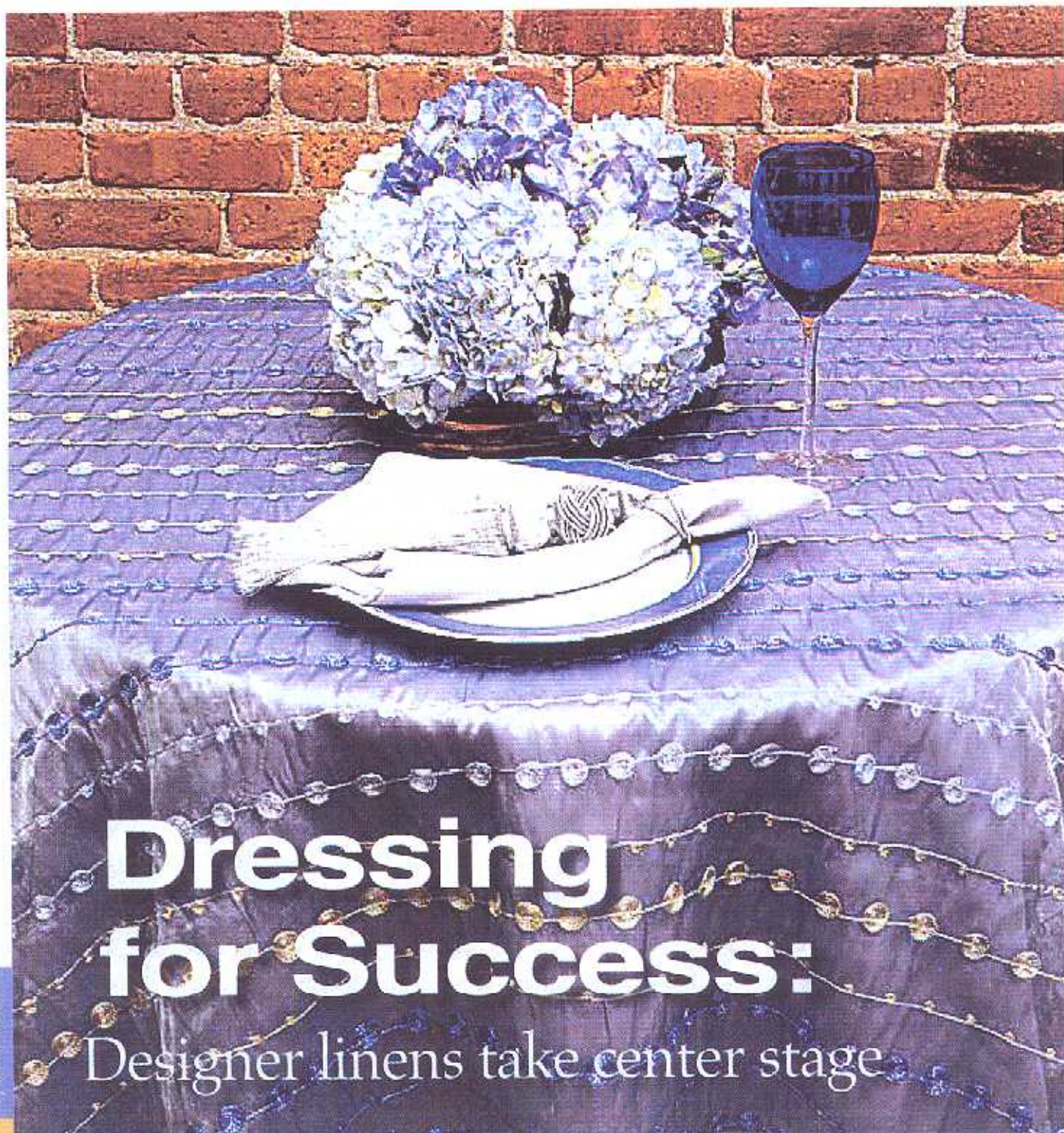
HOLIDAY 2006

WESTCHESTER
party
essentials for effortless entertaining



Nog, Grog And The Yule Log ■ 'Tis the season for family traditions ■ Dressing the Table
■ Table linens go fashion forward ■ Business Entertaining

SPECIAL SUPPLEMENT TO THE JOURNAL NEWS SUNDAY, NOVEMBER 10, 2006



Dressing for Success:

Designer linens take center stage

By Maria Bennett

"Customized table linens are so hot today...in the design of an event or theme. It's not like the eighties anymore, where the flowers on a table were center stage."

If you're new to the intricacies of party planning in the year 2006, here's a fact that may surprise: there are 83,100 Google entries on the subject, and the number grows each month. It's a hot business, and savvy customers aren't just content to "throw shrimp on the barbie" and pull out any old tablecloth for festivities anymore. We want bigger, better, and certainly more chic celebrations, and whether it's an inexpensive family get-together or a Plaza Hotel blowout, the main focus in party planning nowadays is the table, and most importantly, the linens that make it an eye-catching, unique, and personalized part of a successful event.

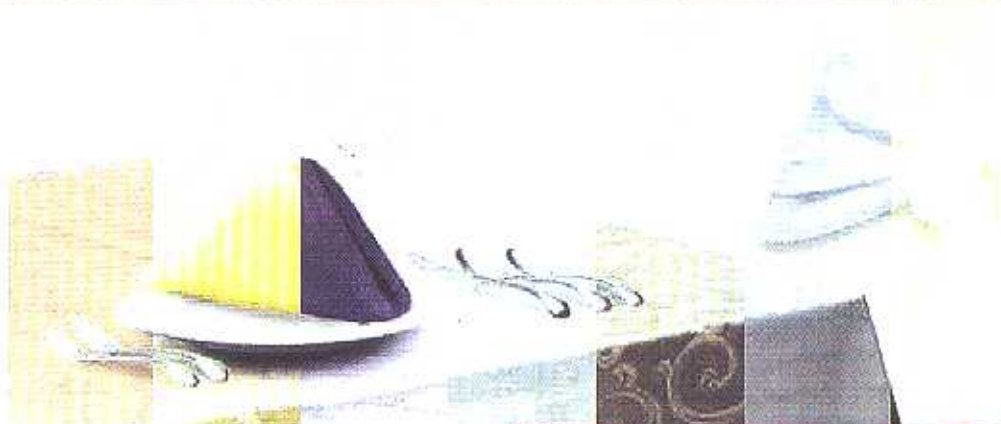
That's a trend that hasn't been lost on White Plains Linen in Peekskill, the biggest rental company serving the tri-state area, or Anjum Ahmed of Magnolias Linens, a by-appointment-only Manhattan boutique on E. 84th Street.

For Ahmed, a savvy New Yorker, the plain table linens she found while planning her daughter's wedding a few years back just wouldn't do. Like any mother, she wanted the best for her child's big day, and after looking at countless styles, she decided to do it herself and designed such luxe, high-quality, colorful table décor that word of mouth led to her creation of Magnolias Linens.

Ahmed runs the business with daughters Asema and Talaiya, and their drop-dead gorgeous, beaded, hand-painted fabrics have graced the tables of stars like Ron Howard (a Chanel-style tweed specially made for his wife's book launch fete) and have appeared in style guru Preston Bailey's *Fantasy Weddings* book.

The great news for Westchester is that we don't have to go to Manhattan to get Magnolias Linens. We can get them through White Plains Linen. Thanks to a mutual agreement, the clients of each have access to both companies' inventories. So, whether it be an eye-popping Magnolias runner with Swarovski crystals and peacock feathers, the silk organza table topper with pink ribbon embroidery that *USA Today* raved over or the knockout Egyptian cotton table services White Plains Linen supplies to trend-setting restaurants Del Posto and Jean Georges in Manhattan, Westchesterites can get it all through White Plains Linens à la Carte service.

Ahmed explains the buzz over table linens: "Customized table linens are so hot today—integral as flowers—in the design of an event or theme. It's not like the eighties anymore, where the flowers on a table were center stage." Magnolias will work with clients first to determine their taste preferences for table settings, and then have fabrics made to their specifications in India. The turnaround time is minimal, as



the family has close connections with the best suppliers in their home country (their grandfather was the fifth president of the nation), and Asema adds, "Our orders have all arrived on time, designed as planned, and that has really helped to develop our reputation."

Since the 1930s, White Plains Linen has been keeping those party tables as pretty as can be for catering halls, country clubs and other venues looking for the most high-fashion profile for their clients' special events.

The company's new high-tech Design Center on the Internet (whiteplainslinen.com) fits the bill for custom planning and customers can click on a computer icon to select a napkin, cloth, sash, or chair cover to see what color scheme works best.

Matt Schlosberg, vice president of new development at White Plains Linen, notes: "We work with linens every day, and know what's available so we can help consumers make choices. Nowadays, the fashion world affects linens, and people want a personal style to be reflected in their event planning. With our website and CD's, clients can see immediately how something will look, rather than playing a guessing game with fabric swatches."

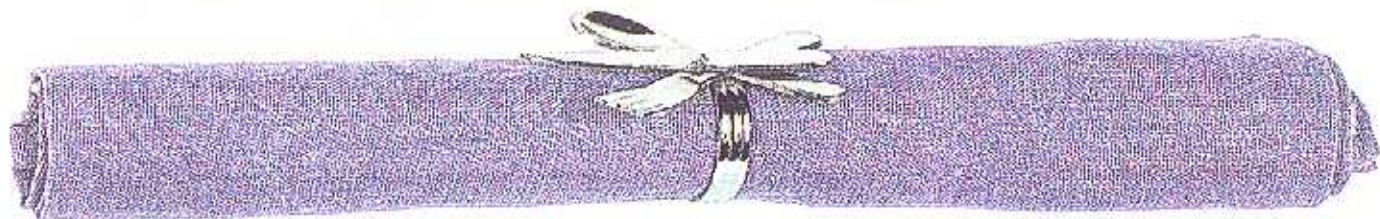
Most recently, White Plains Linen handled the Emmy Awards in Manhattan, creating a haute, elegant glow with their gold tablecloths and round champagne underlays, hand-tying each chair cover and sash just so for 600 seats. They also "stoked the 'Wow factor'" at a recent private party



► Anjum Ahmed with daughters Talaiya, left, and Asema, above, has made quite a splash with the fashionableest table dress' available at Magnolias Linens — their boutique on East 84th Street in Manhattan — and by special arrangements, at White Plains Linen in Peekskill.

with an indescent organza table setting with gold and raspberry napkins alongside shimmering votive candles.

The good news for consumers is that we're in the driver's seat these days as far as getting exactly what we want when planning our special events (just watch those satin napkins, however — they're pretty but impractical). As Schlosberg adds: "We'd like to empower customers. We'll meet with caterers and have a designer on staff. If the tablecloth must match the bridesmaids' dresses, that's fine. If we don't have it and you love it, just give us a little notice and we'll get it."



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South Salem
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Yonkers
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Jodi's Gym
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Mt Kisco
914-244-8011

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Cross County Shopping Center
Yonkers
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Eastchester
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The Little Gym
777 White Plains Rd
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Scarsdale
914-722-0072
www.thelittlegym.com

Westchester Gymnastics
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