

Kiss My Aster

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Talking Style With the Bieberfelds

Amanda Thomsen



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Kiss My Aster: I “know” these two sisters via social media. They’re both garden center pros and wear incredible costumes in their spare time.

Sisters, fill us in on who you are and what your amazing style is all about:

Marietta: I’m Marietta Bieberfeld and my family and I own County Line Nursery in Harleysville, Pennsylvania. I’ve been working here since I could push a broom, but full time as a manager, specializing in all things marketing, since 2011.

I love dressing up in costumes; I never outgrew it. That being said, I don’t make it a regular hobby like Natasha does. I wear costumes for an occasional photoshoot or event. I love the hunt, the history, the quality of craftsmanship and the sustainability of vintage fashion. I try not to look costume-y unless it’s for an event. I also need to look professional at work.

Not only that, but when a truck arrives that needs to be unloaded, I can’t ruin

anything too precious. On a regular day you can usually find me in something like a work shirt, vintage-style cigarette pants, scarf around my neck and bold vintage earrings. I try to present as fun and professional.

Natasha: Natasha Bieberfeld. County Line Nursery. Manager, Designer, Teacher and Buyer for 14 years. I don’t

Editor’s Note: Open your camera on your phone and hover over the QR codes to see their personal Instagram accounts for costume pics.



SCAN ME



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@ettanouveau (Marietta) &
@Sewcialist_Revolution (Natasha)

know how to take a relaxing vacation, so I have done things like hauling costumes across the world because I can’t not shoot my work in a great location if I’m going to be there visiting anyway. I’ve done everything from Carnival in Venice with costumed balls in 500-year-old palaces to Hobbiton (great gardens there BTW) in New Zealand and a whole bunch of other places in my travels.

KMA: What do you think about how garden centers are perceived as far as fashion and style are concerned?

Natasha: I think they’re considered a lot cooler now, but people want an experience, not just material items for sale. You have to be a unique, magical, inspiring space while also being able to measure that you’re making money doing this. We try to be good at all of those and there’s a reason why so many people say our store is their happy place. We will be celebrating our 70th year in business in 2022, but we don’t want to look our age. Constant facelifts are key.

KMA: How can a garden center introduce style into their overall day-to-day operations?

Natasha: If you never collab with other artists or explore trends and adapt them, you are limiting yourself. Consult with your younger staff about ideas and trends because they know what their friends are into, what they're looking for, and what they're willing to spend money on. Spend time on social media to see what influencers and businesses you admire are doing successfully and use some of their style and marketing ideas in your own store.

Marietta: I think that stories sell product best. We work at telling stories in our displays, in our business name, our social media, and that also transitions over to our personal style.

KMA: I love juxtaposition in nearly everything. I bet it's a real ride to go from schlepping flats and loading cars to these incredible elaborate costumes and the amazing places you get to wear them. Can you think of an extreme situation like that?

Natasha: I try to hide my fingernails in all of my photos because they're a disaster from being in dirt all day!

Marietta: Natasha and I are often making a mad dash to throw off our work wear and on a fancy outfit for an evening event. There have been many an outfit change in the boiler room!

KMA: Where can readers check your 'fits (and your garden center as well)?

Natasha: @countylinenursery both on Insta and FB. **GP**

Amanda Thomsen is a funky, punky garden writer and author. Her blog is planted at KissMyAster.com and you can follow her on Facebook, Twitter AND Instagram @KissMyAster.