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S N O O Z I N G I N S T Y L E .

October 7, 2015

If you love fashion as much as I do then you probably have a least a decent shoe collection, a nice handbag assortment, and of course, a serious problem with closet space. The things we wear say a lot about our personality and our overall style. One place that is often overlooked when it comes to style is the bedroom.

My bedroom at home is a strange array of failed middle school art projects, pictures that basically tell the timeline of my life, and other miscellaneous things that cannot be shoved into the recesses under my bed. When I decided to live in a dorm my first year at college, I could not wait to start buying decorations. Surprisingly enough, how your dorm room looks says a lot about you (and your roommate). On welcome weekend, it was easy to walk by someone's room and guess what type of person they were, if they were organized, and sometimes even their major.

College is stressful, sometimes more than it should be. I always love coming back to my dorm room at the end of a long day and just relaxing. Your dorm room has to be a space that you enjoy because you end up being there more than you might think. Here are some dorm accessories that I've paired from [41 Winks](#) that I

absolutely adore and know you will too.

1) City Chic



I'm obsessed with using metallics as decor and this duvet cover (**bailey**) is perfect to get the chic and modern feel. It has several different patterns, such as florals and stripes, that add a very unique mixture that is great for a girly, city look. I would pair this duvet cover with a textured pillow (**black roses**) and a lighter metallic pillow (**pearlized peach**) to create a trendy vibe.



2) Boho Babes



If you find yourself day dreaming of the beach and all things boho, this set is for you. The bright colors of this duvet cover (**paprika**) will make any boring dorm room come to life. I love the mix of metallic with the orange print and deep raspberry. I would pair this cover with a bold pillow (**multi bead**) and fun patterned pillow (**floral embroidery**).



I got to interview Olivia White, the creative director of 41 Winks and here's what she had to say about her style, the brand, and dorm living tips.

1. *What made you decide to start a company like 41 Winks and how do you continue to keep your personal style intact with your growing brand?*

Prior to launching 41 Winks, my aunt and I noticed a gap in the college dorm decor market. We became increasingly aware of the lack of fashionable, quality bedding, tailored for dorms. It's been two years since I dove into a leadership role as the Creative Director at 41 Winks, taking on a full-force rebrand, and the development of the current fall 2015 collection. With it, I wanted to be as involved as possible, both because I was so excited to create this new brand, but also because I wanted to make sure it reflected my personal style. I enjoyed working closely with our designer and manufacturer in New York City. Our goal was to create a bold collection that can't be found anywhere else, with pops of color and a mix of feminine, bohemian and geometric fabrics. As the company has grown, I have grown with it. As we expanded from solely the college market to also include the post graduate Full/Queen market, I made my transition from college to post grad life.

2. *Why do you feel the bedroom is an important place to reflect personal style?*

From college to post grad life, your bedroom is really that one space that's truly yours. In college, your dorm is your bedroom, your living room and oftentimes your kitchen and hangout room. You don't just sleep there, you live there. When you think about the space you have, the bed offers the most surface area to really make a statement. That idea really follows into post graduate life too. Sure, your first apartment will have a common space, but you're sharing that. Your bedroom is still not huge, and it doesn't have to be. Your bed is the perfect canvas for self-expression, and we want to communicate that here at 41 Winks! Twin XL was the main focus of inspiration for 41 Winks, but we see ourselves extending out of just dorm rooms and into other important spaces such as first apartments during those post-graduate years. We exist in the fashion bedding world, and hope to inspire all who want to express themselves in their bedroom décor.

3. *What/ who are your major influencers when it comes to selecting new merchandise? How does NYC inspire/ influence you?*

At 41 Winks, we like to think outside the white duvet. Because we believe beds are a crucial canvas for self-expression, the white duvet just isn't telling our story. We take the creative spirit of fashion from the runway and into the bedrooms. A lot of our inspiration comes from simply walking around the street during NYFW - and not just from clothes but also from the many kinds of architecture New York has to offer. We also did a lot of research looking through magazines at different ads and campaigns. Finally, our time spent exploring the garment district and going through all of their eclectic fabrics was inspiration in itself!

4. What would your dream bedroom look like and what view would you see from the window (where would you live)?

I love the idea of one day having my own studio. I enjoy being in open spaces, not necessarily large, but a place to feel like there's room to breathe and explore, with tall ceilings and big windows. Through those windows I see a skyline - whether it's in New York City, Europe or South America, has yet to be decided 😊 My bed would be the focal point of my studio, and would continue to be dressed in our 41 Winks Paprika Duvet, as it is now, styled with accents of gold and turquoise from my bed.

5. *Do you have any tips for styling a dorm room? Any space saving advice, etc.?* Make your bed the focal point of the space by dressing your bed with unique bedding and layers of throw pillows. Use a bed riser to maximize storage space, but add a [bedskirt](#) to hide visible clutter. Take advantage of space on windowsills for framed photos or flowers. On that note, making the effort to have fresh flowers in a room (even a dorm room) can brighten the ambiance immediately! If picking up a fresh bouquet weekly is too costly and time consuming, incorporate longer lasting potted plants or a succulent garden into your decor. A cool rug will warm up your room and make it feel cozier. Go for a darker pattern to help conceal inevitable stains. Arrange pillows lengthwise along the side of your bed to give it the feel of a daybed, which also adds decoration to your wall!

41 Winks is a rapidly growing startup that is located in New York, appropriately located in the fashion capital of the United States. They offer a selection of decor to suit any style, allowing young women to create bedrooms that reflect their personalities. Want to be a campus ambassador for 41 Winks? Email them for more information about this great opportunity!

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