



**Media Contact**  
Vikki Grodner  
205.422.9713/866.410.7005  
vikki@dormsuitedorm.com  
www.dormsuitedorm.com

## About Dorm Suite Dorm

**Dorm Suite Dorm ([www.dormsuitedorm.com](http://www.dormsuitedorm.com))** launched their initial line of designer dorm linens and accessories in spring 2008.

Through a thriving interior design business, SewSheri Designs, founder and head designer Sheri Corey identified that a growing number of clients were commissioning custom bedding for college-bound daughters.

**"They wanted rooms that were sophisticated, but happy, with creative combinations in a variety of colors,"** says Sheri.



**Dorm Suite Dorm** has assembled a unique and colorful collection of over 60 patterned and brightly colored fabrics, used to create the one-of-a-kind bedding of any coed's dreams. All dorm bedding and accessories are hand-sewn by American artisans. Every piece carries **Dorm Suite Dorm** signature details: hand-covered buttons pop on

duvet covers, contrasting fabric layers peek from beneath bed skirts, custom cording and trims finish coverlets and pillows in high style. Inspirations range from modern to vintage, classic to contemporary. Color palettes range from bright and edgy to cool and serene. In 2010, a line of fabrics has been added to provide bedding for young men as well.

Dorm Suite Dorm also offers a spirited mix of accessories, gifts and fashions tailored for dormitory living. Pajama pants, bulletin boards and lamps are upon the items available.

An on-line *Dream Registry* gives girls a place to register their wish list.

A portion of proceeds from Dorm Suite Dorm are donated to the Linly Heflin scholarship program as well as other scholarship programs through colleges and universities.



**Media Contact**

Vikki Grodner

205.422.9713/866.410.7005

vikki@dormsuitedorm.com

www.dormsuitedorm.com

**About Designer/Founder  
(& Chief Dreamer) Sheri Corey**

Sheri Corey designs and creates custom bed linens, window treatments and slipcovers for her successful home interiors business, SewSheri Designs. A recent "Aha!" moment evolved into the expansion of her business and the creation of **Dorm Suite Dorm**.

With a growing number of clients commissioning Sheri to create custom bedding for their college-bound daughters, she was certain she had a winning idea in filling the demand for quality linens and accessories to assist in the transition from 'Home Sweet Home' to "Dorm Suite Dorm".

Although Sheri has been working with interior decorators, architects and clients throughout the Southeast at SewSheri for over a decade, her career path started out very differently as a pediatric nurse. It was only with the arrival of her own children – sons Doug and Cannon – that she decided to turn a passion and knack for sewing and interior design into a vibrant business. Today, she has a workroom and design consulting business that employs several local seamstresses and carpenters.

When she is not hatching her own "big dreams" and working to serve her clients, Sheri can be found tooling around in her Sunbug Volkswagen with faithful mutt Buttons by her side. She and husband John might be off to see Cannon play lacrosse or Doug at college, but her mind is never far from dreaming up unique interiors and products for **Dorm Suite Dorm**.



DORM *suite* DORM



**Media Contact**

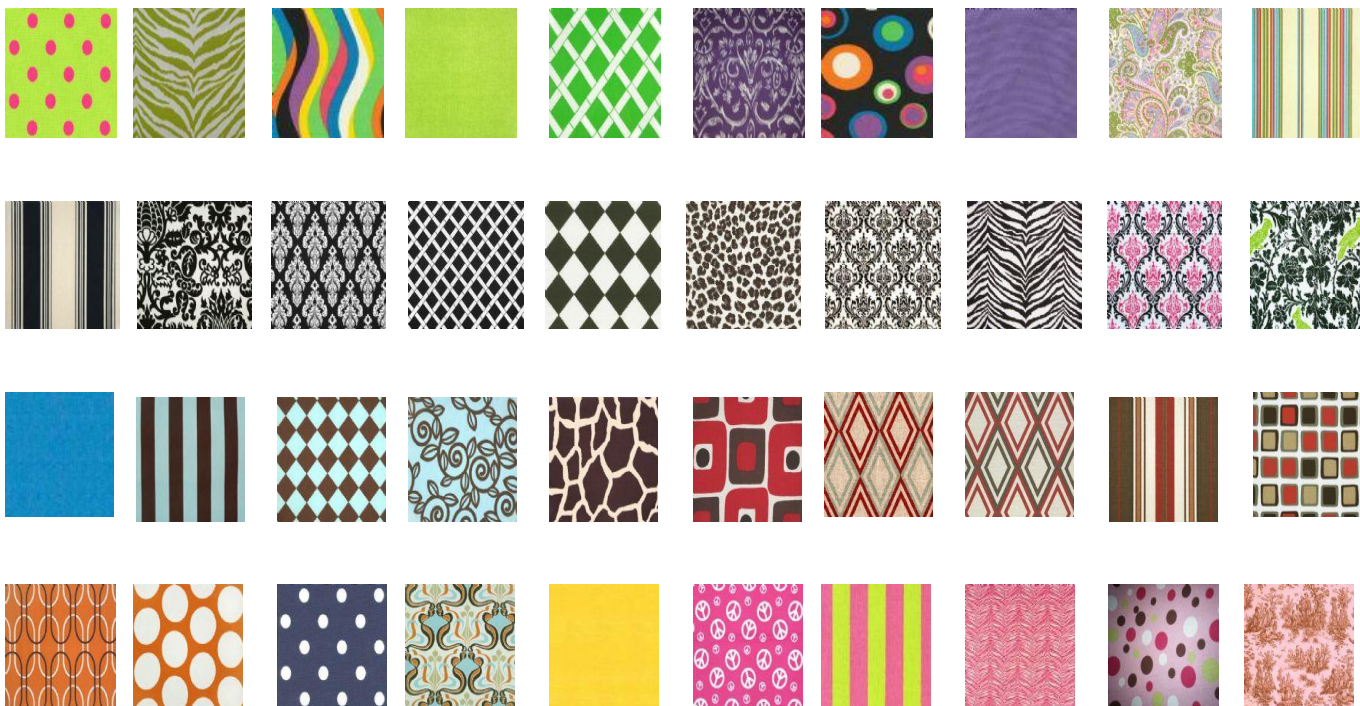
Vikki Grodner

205.422.9713/866.410.7005

[vikki@dormsuitedorm.com](mailto:vikki@dormsuitedorm.com)

[www.dormsuitedorm.com](http://www.dormsuitedorm.com)

**Sample Dorm Suite Dorm Fabrics**







**Media Contact**  
Vikki Grodner  
205.422.9713/866.410.7005  
vikki@dormsuitedorm.com  
www.dormsuitedorm.com

## Extreme Makeover: Dorm Edition

In 2009, Dorm Suite Dorm's Sheri Corey visited several college campuses where she performed Extreme Makeovers on dorm rooms for both guys and girls. Photos of these dramatic transformations were captured in the photos below and reported in newspapers around the country.

**Before**



**After**



**After**



**Before**





**Media Contact**  
Vikki Grodner  
205.422.9713/866.410.7005  
vikki@dormsuitedorm.com  
www.dormsuitedorm.com



## Frequently Asked Questions & Facts

- ❖ **Why is dorm décor important?** The transition from high school to college, while exciting, can also be emotionally charged. Leaving home, family and friends to enter an unfamiliar environment can be stressful. A fun, comfortable dorm room, designed by the new college student, can ease some of the potential anxiety associated with this change in setting.
- ❖ **How does the DSD Dream Registry work?** Just like other gift registries, girls can register for their preferences through our online Dream Registry. Family and friends then visit the site and give gift certificates to the high school graduate, incoming freshman or current college student to use towards purchasing the bedding and dorm room accessories of their dreams!
- ❖ **Does Dorm Suite Dorm offer home shows?** We do! Girls can earn credit in DSD Dollars towards Dorm Suite Dorm merchandise by hosting parties for ten or more friends. Whenever possible, Dorm Suite Dorm staff will travel to the hostess' home to help with the party. In those instances when it is not an option, home show kits will be sent with a suggested schedule/ideas for the show, fabric samples and party favors.
- ❖ **Tell me about the donation of a portion of the proceeds to Linly Heflin.** Linly Heflin was founded as a women's service organization. Since 1923 the major focus of the group has been to further the education of young women. Through the years, over 3,000 four-year scholarships have been awarded to girls attending colleges and universities.
- ❖ **Does Dorm Suite Dorm offer décor for guys?** Yes; as of 2010, DSD has added rich, masculine fabrics to our collection to create a good-looking room for any guy who is college bound.
- ❖ According to the National Retail Federation's back-to-college survey in 2009, college students and their parents spent an average of \$618.12, up three percent over last year's \$599.38. In spite of the fact that fewer people attend college in the fall versus the year prior due to the economy, total college spending was still a solid \$30.08 billion.

