

Painful Lines about Dorm Makeovers by Helicopter Parents

Spencer Peterson
September 3, 2014



teens-dormify-2-mct.jpg

Photo via [Akina Reed](#)

There's a new cottage industry catered specifically to the Boeing AH-64 Apache model of helicopter parent; the kind that swoops in, as if to Wagner's *Ride of the Valkyries*, waging total war via Etsy-esque word art, determined to make sure that if anything in this world holds their child back, it surely as hell won't be a tacky bedspread. According to the *Washington Post*, dorm-focused design firms and outlets like **Dormify** have come about because "the same baby boomers who slapped a Bob Marley poster on the dorm wall and called it a day

What to Read Next



Bella Hadid's Stylist Reveals What Was On Underneath That Daring Red Dress
Harper's Bazaar



Save Up to \$150 on Select HP Computer

are now willing to pay big bucks for coordinating duvets, pillows curtains, rugs and other symbols of a well-appointed dorm for their children," which often sets them back as much as **\$5,000**. Below most infuriating highlights from a tale of "easing separation anxiety" via dorm decor.

Best Buy Sponsored



Ashley Graham on her swimsuit line, kis Jonas and more

Yahoo News Video

14. American college students and their parents spend around **\$48B** this year on furniture, bedding, electronics, and other dorm supplies. This amounts to an average of **\$916** per person.

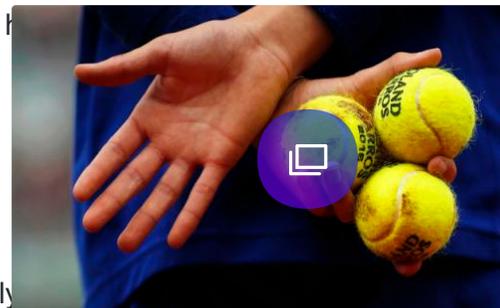
13. Skewing that average in the direction of scarcely believable are the parents that bring in professionals: "Designers are doing individual rooms and calling us for products," says Dormify founder Karen Zuckerman. "It's becoming a real big deal."



Three Super Bowl sites were announced Los Angeles is one of them

Shutdown Corner

12. The average dorm room, "even at some of the most elite colleges and universities," whose white-painted walls and fluorescent lighting were good enough for your daddy, and good enough for you, presents "a challenge for many millennials who never shared a bedroom or bath and aren't accustomed to roommates or going without."



Photos of the day - May 24, 2016

Yahoo News Photo Staff

11. Some of these millennials might be so challenged by drab dorm rooms that they don't even know it. "I've never been contacted directly a student," says Rachel Strisik Rosenthal, a Bethesda-based organizer whose clients pay a minimum of \$675 for dorm reorganizations with some design elements. "It's usually the parent."

10. Which is a apparently a steal: "she knows a professional organizer in New York who just move a student into a dorm room—and the planning a



design fees were **\$5,000 alone.**"

9. This phenomenon seemingly breaks down by gender in a way that should elicit a few flags in an Introduction to Feminist Theory discussion section:

"This is almost an entirely female phenomenon, fueled by social media and increasingly sophisticated marketing to college students. Boys don't really care what their rooms look like—they just want the TV and other electronics... Girls, on the other hand, create mood boards with pictures of their perfect space and trade ideas on Facebook and Pinterest."



VA Home Loans for Veterans and Service Members

Veterans United Home Loans Sponsored



Strongest day in three months for stocks
Reuters Videos

8. Dormify added a guys section this year for guys with offerings such as a **\$40 decal that reads "DORMIFY EPIC SHIT."** But even though it has so perfectly captured the taste of the young American male, according to Dormify's Karen Zuckerman: "that's really targeted towards moms."



Paul McCartney Reveals What Really Sp
the Beatles

Good Morning America

7. Usually, it's mother-and-daughter teams that are creating their first dorm rooms together, occasionally with the help of professionals, which is a way of **"easing the separation anxiety."**

6. Dormify has incorporated a **blog** and a cadre of far-flung "style advisors" that help document adorable dorm rooms. The application, which has openings for roles including "Blogger/Journalism" and "Social Media and SEO," asks: "Do you have a great eye for style? A passion for posh? Are you charming, energetic and an overall fun-loving person?"



George Zimmerman Explains His Ration
Auctioning Pistol That Killed Trayvon Ma

Good Morning America

5. A typical purchase on Dormify is \$300, "but some customers shell out as much as \$2,000 to decorate the entire room. The site also has a gift registry,



more students are asking for dorm decor as birthday and graduation presents. Zuckerman says she probably spent \$1,000 on Amanda's freshman dorm, but she's heard of people who have spent \$4,000 to \$5,000 on decor; one paid even more to install a customized closet system.



1 Reason Not To Use The Internet If You're In The U.S

SaferWeb Sponsored

4. Parents are willing to shell out this much for dorm decor because they think of it as decorating their child's first apartment, with the expectation that many pieces, such as the polka-dotted "[Fuck It, Let's Dance](#)" print (\$29.99) "can easily be transferred to a small rental."

3. Zoom Interiors, an online design firm founded by GWU graduates that met as interior design students and decided to go pro after helping their friends put together on-trend dorm rooms, recently finished rooms for a brother and a sister at Yale. The son needed more clothes storage, the daughter an "overall decor plan," for a total cost of \$3,500.

2. A lonely sounding Harvard student recently paid Zoom about \$3,000 to "create an elegant look" for his single dorm room. "He wants very high-end things he can move into an apartment," says Zoom co-founder Fischel Fraser. Such upscale clients "buy things they plan on keeping."

1. Naturally, colleges looking to attract parents have picked up on this trend. The next step is entire luxury dorms such as Purdue University's \$52M First Street Towers, the designer of which [calls it](#) "essentially a hotel" for "helicopter parents who want to send their son or daughter to college campus but give them all the luxuries of home."

· [Helicopter parents make their way into dorm](#)

[rooms — at least in the decorating](#) [Washington Post]

Copyright © 2014 Curbed National



A horizontal advertisement banner for SolarCity. On the left is the SolarCity logo in green. To its right is the text "YOUR FACE WHEN YOU SEE YOUR ENERGY BILL." in bold black. In the center is a photograph of a man with dreadlocks and a shocked expression, his mouth wide open. To the right of the photo is the text "Don't wait to switch to solar." in black, with a green button below it that says "GET A QUOTE" in white. A small play button icon is in the top right corner of the banner.

A large rectangular graphic consisting of a dark blue upper section and a black lower section. Below this graphic is a white rectangular box containing the URL "www.touchofmodern.com/sales" in black text.



[Help](#) [Privacy](#) [Suggestions](#) [About Our Ads](#)