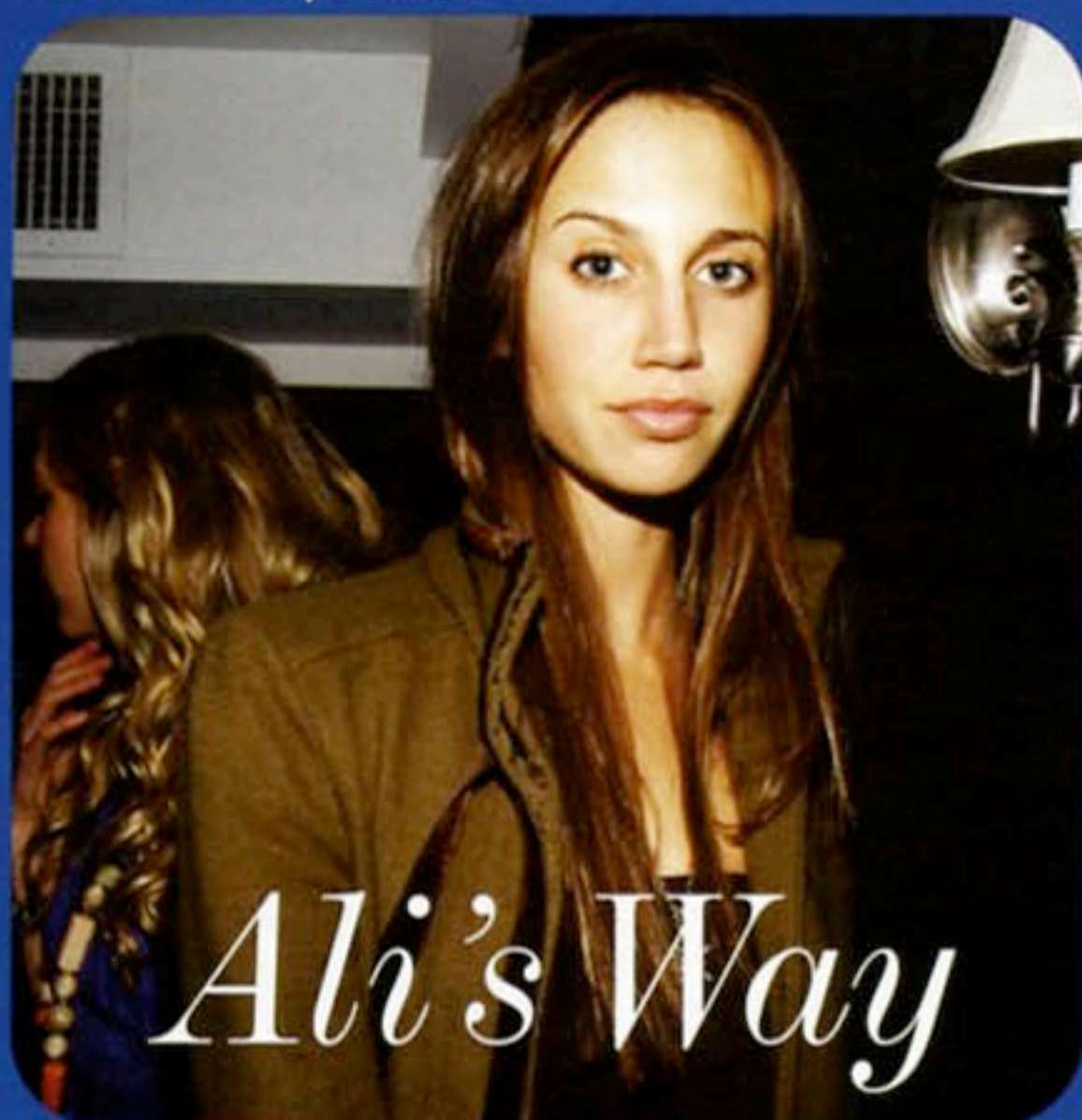


*The Entrepreneur*

**Ali Kay's** new sleepwear line, *keepMe*, offers super-soft fabric, cuts that are more darling than daring, and fits that will keep you bedroom-bound for days.

BY A.S.

IT WASN'T ENOUGH FOR ALI KAY TO BE AN IVY LEAGUER with her name on Page Six and her photos in the glossies. She dreamed of a company that she could call her own. Her medium? Sleepwear. Her aesthetic? Soft, modern, and sexy, without the plunging necklines, strange embellishments, or animal prints associated with traditional pajamas. The name? *keepMe*, arriving in discriminating boutiques and on the Internet this spring.

"A lot of people make try-too-hard lingerie," says Kay, a political-science major in her senior year at Columbia University, "or indoor-outwear sportswear, which I don't think is so hygienic.... I want us to be the company that makes the clothing for people in their homes."

Taking an early look at the line, she certainly is on to something. The pieces—designed by her pal Olga Shvayetskaya, an award-winning Parsons student—are flirtatious and sweet. They've even resurrected the "footsie" pant, to everyone's secret delight. Kay, Shvayetskaya, and friend Anne DesBarres, who oversees production of the line, hold meetings at Kay's apartment in the evenings after classes to brainstorm and bang out the collection.

Until recently, the Miami native was best known for her relationship with private investor and fashion prince Alex von Furstenberg. With almost three years under their belts, Kay and von Furstenberg are still going strong. She remains in New York, while finishing classes; he has since relocated to Los Angeles, and Kay is strongly contemplating a 310 area code, as well. "I'm really excited to potentially move to LA," she says. "I go about two times a month, because Alex is there. I'm a total beach person, and I'm learning to surf."

But will the sandy shores and sunny days on the West Coast curtail the edge that has brought her so far so fast? Unlikely. "Since I was very young, I have been entirely focused on owning and operating a company," she declares with conviction. "Some people just have it in them." Some people more than others, apparently. *keepMe*, [keepme.com](http://keepme.com). ★