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## Q&A With Ali Kay and Anne des Barres From Keep Me

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Lets face it, we all need to relax from time to time. But why does it seem like our loungewear is ages behind the rest of our style? Ali Kay and Anne des Barres are seeing to it that we are no longer reaching for something as old as we are and instead reaching for their chic, comfy, and luxurious [Keep Me](#) loungewear. From curling up on the couch with a book, to running to the grocery store to get the milk we forgot the first time we were there, the [Keep Me](#) line is perfect for any busy woman who still wants to "look the part" during her downtime. Also great for workouts, these truly are the perfect pieces to feel your finest!

Read on for Ali's and Anne's personal thoughts on their [Keep Me](#) line, which is available for purchase throughout the US or on their online shop.

**Your pieces epitomize those rare mornings off when you can curl up and be lazy. How are you able to balance comfort and style?** *We basically take silhouettes that you would buy to wear outside of the house, even out at night, and make luxuriously soft, loungewear versions of them. Therefore, Keep Me puts both style and comfort first, simultaneously.*

**How did the concept of Keep Me originate and evolve?** *As is the path with many successful start-ups, Keep Me originated to fill a void. Neither Anne nor I could find supremely comfortable items to wear around the house that were simple or stylish enough. There were outdoor sportswear companies that had nice silhouettes which weren't cozy enough to lounge around in and pajama companies that were cozy but boxy and full of prints. We wanted style, simplicity and comfort all in one.*

**Your celebrity fans include Jessica Alba, Jennifer Anniston, Courtney Cox, Kate Beckinsdale, and Hilary Duff. What's it like to have a fan base of such celebrity powerhouses?** *We are grateful to all of our fans, both celebrity and non-celebrity. It makes us feel great to be helping such busy people enjoy and cherish their downtime as much as they must be when they are clothed in Keep Me!*

**What are some of your favorite pieces in the collection?** *Ali: the DREA bralette, which is the only bra I know that is so comfortable you can even sleep in it, and the KATE pant which I change into every single day when I get home from the office and I don't take off until the following morning!*

*Anne: the PEARL jacket, which I am wearing right now in the office and the TATIANA Henley nightshirt, my favorite item to lounge around the house in, whether by itself or paired with the kate pants.*

**Tell us about each of your personal styles.** *Ali: The three words I would use to describe my personal style are simple, sporty and flattering. I pretty much only wear solid colors but the fit and comfort of the items are key for me!*

*Anne: my personal style is relaxed and casual. I am a jeans and tshirt girl by day, and definitely a Keep Me girl by night!*

**What can we expect with an upcoming pieces or collections?** *Our next releases will be an amazing robe/wrap that can double as a lounge jacket, and a really versatile chemise/summer dress. We take so much time getting the fit and style of our items exactly right that we don't release items all the time, but when we do they are right on par, and become instant favorites.*

