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“The bright patterns of...”

The bright patterns and designs have a college girl in the sunniest state of mind, even on the gloomiest day.

Scrolling through any Social Media site, one can spot a collegiate woman in a chic, 1960s inspired outfit. The colorful designs are a product of the ever popular, Lilly Pulitzer.

Adrianna Henson, who is a senior at Southern Illinois University of Edwardsville, is one of many that have Lilly Pulitzer products. “Lilly’s designs make me so happy. I love all of the vibrant and bright colors!” says Henson.

It seems as though the female student population can be spotted wearing a Pulitzer number at weddings, graduations, Greek formals, or any other special event.

“I love how Lilly’s pieces are all in a sense, timeless. Most of the prints produced now are similar to her originals”, describes recent SIUE graduate, Mollie Rittenhouse.

Pulitzer started her tropical inspired line in 1959. The designer’s preppy attire became a favorite in high society with women of the Kennedy and Rockefeller family sporting the Floridian dresses and skirts.

SIUE graduate student Hannah Williams explains her love for Lilly Pulitzer, “I love Lilly Pulitzer because it’s different than most brands. The prints really give their customers a way of expressing their own style by offering so many unique styles, and not just the average stripes and polka dots.”

The need for a product that is fun, classy, and exclusive makes the Pulitzer empire in high demand for the young woman transitioning to a young professional. This goes for women all across America's college campuses.

"Wearing Lilly makes me feel like I'm on vacation! Timeless and classy is always appropriate," says Cori Hinterser, a senior at University of Detroit Mercy, in Detroit, Michigan.

Senior, Kristen Brooks, who attends Murray State University says, "I think that the patterns are very classy and fun! They're also really trendy right now." Unlike Jackie Kennedy, though, many female students have a hard time purchasing the expensive items. "The only thing I don't like about the brand is that it's a little on the pricey side," says Brooks.

Lilly Pulitzer is not only for special events. Walk into a college classroom and the probability of spotting a Lilly Pulitzer agenda is high. The same goes for drink ware, writing stationary or even phone accessories.

"Lilly is bright and colorful. Her prints make rainy days a little more colorful!" explains SIUE senior, Kaitlyn Von Behren.

From summer resorts to college campuses, Lilly Pulitzer has given women a little pep in their step for decades.

**-PEANUT EMINEMS-**