

Bedroom Drama

INSPIRED BY HER passions for “travel, music, the creative force in people, and home interiors,” in 2006 Kristen Hoke founded Posh By Gosh (poshbygosh.com), a luxurious, online bedding design studio based in Santa Fe whose mantra is “Live exotically. Live sensually.” After working for more than 20 years as an emergency-room nurse, Hoke returned to her roots (she studied textile design in college) and began making products she describes as “beautiful, intelligent, and seductive.” With names like “A Luxe Afternoon,” “African King,” “Asian Fusion II,” and “Black and Scarlet Suzani Spread,” Posh By Gosh’s bedding ensembles, made from materials like soft washed linen and fine Indonesian silk, are all about comfort and sensuality. In addition to “Fiercely Girly Stuff” and “Cool Guy Stuff” (two of the company’s various product lines), Posh By Gosh offers “Other Lust-Haves,” which range from standing and hanging lamps to faux mink-sable throws.—*Amy Hegarty*



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