Command Brand joins forces with Tay Nakamoto, Phoebe Gates & Sophia Kianni to help curate your college aesthetic like a pro

New podcast episode, "Sticking With Style," inspires college students to decorate their spaces with confidence

ST. PAUL, Minn., July 14, 2025 /PRNewswire/ -- This Back to College season, Command™ Brand is taking dorm and other small space decorating to the next level with the launch of "Sticking With Style," an original podcast episode hosted by DIY expert and interior decorator Tay Nakamoto (AKA Tay BeepBoop), featuring special guests and co-hosts of "The Burnouts," Phoebe Gates and Sophia Kianni.

From merging styles with roommates to changing up your space with new trends, "Sticking With Style" is packed with inspiration for college students to fearlessly stick their vision and change it up anytime.

"I've always believed that great design doesn't have to be complicated – or permanent," said Tay Nakamoto (AKA Tay BeepBoop), DIY expert and interior decorator. "That's why I've partnered with Command Brand to share design tips with students headed back to campus, especially those looking to make their space feel like home on a budget, and without the hassle."

"We know how important it is for your space to feel like you, especially when balancing classes, a social life and everything in between," said Phoebe Gates and Sophia Kianni, co-hosts of "The Burnouts." "With Command Products, you don't have to compromise. Whether you're creating a cozy corner for studying or styling your dream gallery wall, Command Brand upgrades your space without breaking the bank—or the rules."

As College Students' Most Trusted Brand for Damage-Free Hanging*, Command Products make it simple to bring your personality to life, then take it all down when the semester ends.

Command Products hold strongly on surfaces without screws and remove cleanly without consequence.

Must-have Command Products to grab this Back to College season include:

Command™ Limited Edition Color Collection – Featuring five new shades like Watermelon and Candied Plum, this collection lets you color-match your mood and stand out from the crowd.
Command™ 20 lb Picture Hanging Strips – Go bold with oversized wall art, mirrors or dry-erase boards that hold strong without holes or hassle.
Command™ Folding Clothes Hanger – A space-saving essential that folds out to hold five hangers and folds back in when you're done using it.
Command™ Clear Mini Hooks – Great for hanging lights, vines or organizing cords—no tools needed.
Command™ Poster Strips – Perfect for banners, posters, and signs with zero damage or residue.
Command™ Decorative Double Hooks (Matte Black or Brushed Nickel) – Stylish meets functional with a sleek design that holds up to 4 lbs.
Command™ Large Organizing Caddy – Create a makeshift vanity, stash toiletries, or organize tech accessories, no screws required. Holds up to 10lbs.

"Whether you're decorating your first dorm or moving into a new apartment, Command Brand brings 30 years of innovation and clever products to make it happen," said Tate Galvin, global vice president, Home Improvement, 3M. "Command Brand is all about empowering you to try something new and bring your unique style to life. We're thrilled to partner with Tay, Phoebe and Sophia to share creative, real-world tips for making your space reflect you without the worry of damage."

"Sticking With Style" is available to stream now on Command Brand's YouTube channel (@command), Spotify and Apple Podcasts.

To explore the full product line and discover where to shop for dorm and apartment décor essentials, visit Command.com.

Follow @Command on Instagram, Pinterest and TikTok for more Back to College inspiration, DIY hacks and behind-the-scenes content from Tay, Phoebe and Sophia.

About Command™ Brand
Command™ Brand exists to help you turn everyday spaces into places you love. We believe there's excitement that comes from being able to try new things, and that nothing should hold you back from being brave enough to go after what you want in life. Command™ Products hold strongly on most surfaces even where screws and nails can't to help empower you to create your own happy space.

About 3M
3M (NYSE: MMM) is focused on transforming industries around the world by applying science and creating innovative, customer-focused solutions. Our multi-disciplinary team is working to solve tough customer problems by leveraging diverse technology platforms, differentiated capabilities, global footprint, and operational excellence. Discover how 3M is shaping the future at 3M.com/news.

*Based on a 2023 Methodify survey of college students hanging and mounting product users.

Additional assets available online: Photos (1)

https://news.3m.com/2025-07-14-Command-Brand-joins-forces-with-Tay-Nakamoto,-Phoebe-Gates-Sophia-Kianni-to-help-curate-your-college-aesthetic-like-a-pro