



Otto Studio releases Dani x Tay designer wallpaper capsule collection

SOCIAL MEDIA INTERIOR STYLING BEST FRIENDS COMBINE THEIR CREATIVE POWERS TO CRAFT THE RENTER-FRIENDLY, PEEL-AND-STICK WALLPAPER COLLECTION OF THEIR WILDEST DREAMS WITH THE HELP OF OTTO STUDIO

Vancouver, Canada, February 3, 2023 - Otto Studio is ecstatic to announce the launch of their latest collaboration, a bold new wallpaper capsule collection designed by Tay BeepBoop and Dani Klarić, together known as Dani x Tay.

Tay and Dani are part of a new wave of Gen Z creators building huge followings through social media. On their separate TikTok and Instagram channels, they each connect with their audiences through humor and authentic sharing of their DIY journeys. Once they got to know each other via direct message, they realized their design sensibilities and creative goals were completely in sync, and began to work together on decor projects. Tay had already done one successful capsule collection with Hannah Lee and Jen Cook, founders of Otto Studio, and with a shared interest in exploring new design possibilities with wallpaper, a fresh collection featuring Dani x Tay was an obvious next step.

For the designers, it all comes down to quality: "I thought that renter-friendly wallpaper meant you were stuck with thin plastic that you could see texture through and that just was the way it was!" says Tay. Dani adds, "Otto Studio's wallpaper feels like real, traditional wallpaper since it's textured and extremely thick." They also want to show their followers (3.1 million on TikTok and 700K on Instagram) that wallpaper isn't just for walls. Dani likes to use wallpaper in unexpected places: "You can cover the insides of drawers in a chest or a dresser. My favorite is using wallpaper as a huge art piece or 'painting' and framing it with a thrifted frame or panel molding!"



Dani x Tay weren't just enthusiastic about working with highly functional and beautiful wallpaper—they were also eager to partner with women in the design community. "Being able to create something with a small business run by women is empowering! Tay and I are both business women and there couldn't have been a better option," Dani notes.

But the question everyone is asking is, what inspired the designs? Dani x Tay went through the looking glass with this collection, Dani says. "We came to the realization that the perfect way to describe both of our styles would be something straight out of Alice in Wonderland and that's when I knew this was going to be good. Something unique and whimsical yet elegant."

See the Dani x Tay designer capsule collection at Otto Studio.

About Dani x Tay

Tay BeepBoop and Dani Klarić built their careers as independent interior stylists, designers, and social media influencers. Meeting through Instagram DMs, they put their heads together on creative and business problems, and their hearts together as best friends. They formed Dani x Tay to capitalize on their complementary skills and synchronistic professional goals. Now they take on bigger and bolder design projects at home and around the world.

Instagram: @taybeepboop, @daniklaric

TikTok: @taybeepboop, @daniklaric

YouTube: @danixtay7301

About Otto Studio

Founded by Jen Cook and Hannah Lee, Otto Studio has one goal: to bring bold, maximalist wallpaper designs to extraordinary people who want to transform their homes into spaces as unique as they are, regardless of whether they rent or own. Otto Studio wallpaper is thick, luscious, and textured like traditional wallpaper, but it's peel-and-stick and comes off without leaving a mark, unlike Jen and Hannah, who are leaving their mark on the design industry as innovative women entrepreneurs.


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