

[DESIRES HOTELS](#)

## Desires Hotels and Threadless Hook Up to Give You Free Tees

January 23, 2009 at 2:02 PM | [0 Comments](#)



[Threadless](#), for those unfamiliar, is a clothing company that is entirely community-based. Everyone — that means you and us and your mom — is invited to come up with an original idea for a t-shirt design (like a [doodle of a brontosaurus](#)) or a slogan (like "[plot: it builds character](#)" or "[sleep is so last night](#)"), and then the community votes and comments on the designs and, based on that feedback, the t-shirt is either printed or it's deemed lame. If your design is printed, you get some money and a gift certificate to Threadless. Got it? Cool.

Here's where [Desires Hotels](#) — the folks behind the [Iron Horse](#) in Milwaukee and the [Sagamore](#) in South Beach — come in. Finding a common thread between the hotel company and the t-shirt company (ha! Thread! See what we did there?) Since each company emphasizes the importance of unique, distinctive design, they've hooked up to hook you up. Desires is [rolling out](#) a promotion that scores you a 25% discounted rate at Desires hotels if you book between January 22 and April 15, and you'll also score a \$25 gift certificate to purchase any t-shirt or hoodie design from [Threadless.com](#).

But we have a question: when is a hotel company going to test-drive a community-designed hotel? Like, wouldn't it be cool if we could all submit room designs and then if our particular design happened to get picked, we'd be compensated with some free room-nights and enormous pride? Seriously, that could be an awesome idea; after all, as every hotel review website demonstrates, *everyone* thinks they're a hotel expert. Everyone.

Tags: [Desires Hotels](#) / [Hotel Promotions](#) / [Hotel T-Shirts](#)



by Jenna