



David Bromstad Collection



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Interior Designer and TV Personality David Bromstad and 1888 Mills Partner for Bed and Bath Collection

July 6, 2011 – Global textiles manufacturer 1888 Mills has partnered with artist, designer and HGTV personality David Bromstad on a collection of bed and bath products to be introduced to retailers in September at Fall market week in New York. The line, developed earlier this year, will feature bold, vibrant colors and designs reflective of Bromstad's contemporary signature style. Bromstad is the star of *Color Splash* and is the original *HGTV Design Star*.

"The goal of designing a bed and bath collection is to give my fans and design enthusiasts high quality products that feature bold colors and graphic patterns to instantly update two of the most important rooms in their home," Bromstad said.

The bedding products will consist of graphics prints fashioned from David's fine art pieces and feature embroidery and texture details on the duvets and decorative pillows. Key colors for the line include *Green Sheen*, a chartreuse green and *Honeysuckle*, a delicious pink shade. Also watch for re-creations of some of David's paintings to appear throughout the collection. Extras will include stripes and jacquards designed by Bromstad himself.

The collection will feature attributes that are unique to David Bromstad towels including a Made in the USA option. The sheets will be offered in both a T300 and T500 Sateen option for a luxurious feel.

The bedding collection will offer sheets and top of bed products with Bold pattern will drive the line along with re-creations of David's art pieces. Each top of bed item will be a statement maker and offer a different look than anything in the marketplace today.

"The David Bromstad home line brings a fresh take to bath and bedding that has been missing in home. With David's line you are getting a piece that was designed and chosen by an actual interior designer," said Lexi Schladenhauffen, VP of Marketing and Design for 1888 Mills.

About David Bromstad

David Bromstad, host of HGTV's *Color Splash*, is no ordinary designer. The original winner of *HGTV Design Star*, who rejoined the show in 2011 as a contestant mentor, is known for his endless energy and out-of-the-box thinking. Bromstad began his career as a design student at the Ringling School of Art and Design in Sarasota, Fla. Earnest, passionate, talented and innovative, Bromstad creates awe-inspiring works on many platforms, including custom art, furniture building and interior design. Bromstad has appeared on The Oprah Winfrey Show & The Ellen Degeneres Show and was featured in *People* magazine. He is also a Top Cop for the *Us Weekly* Fashion Police. In 2010, he was named to the OUT Magazine 100 list, and in 2011, David was given the HRC Visibility Award for living an out and proud lifestyle. Visit David Bromstad online at www.bromstad.com.

About 1888 Mills:

1888 Mills®, LLC is a global manufacturer of home and commercial textiles catering to the retail, hospitality and healthcare markets worldwide. As a pioneer in global towel manufacturing, 1888 Mills operates facilities in Pakistan, Bangladesh, Ghana and the United States. Today, 1888 Mills has emerged as a leader in home and commercial manufacturing for bath, bedding and kitchen textiles. 1888 Mills' Brand Purpose "Weaving a Better World™" is designed to drive innovation within the global marketplace by carrying out initiatives that promote environmental stewardship and contribute to the reduction of poverty. This is our commitment to our stakeholders as well as the economic regions where we operate.

1888 Mills

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