

**Client:** David Bromstad  
**Date:** August 6, 2013  
**Outlet:** FootwearNews.Com  
**Unique Visitors:** 485,430 monthly



## FN Spy: Tamara Mellon's Turn... Naturalizer's 'Color Splash'



### Tamara's Time

She's back in the game. Jimmy Choo founder Tamara Mellon, who left the brand in 2011, unveiled her much-buzzed-about eponymous fashion label last week. She showed off the collection at Pace Gallery in Manhattan amid a backdrop of sand and sea photographs from Richard Misrach's "On the Beach" series, including a piece from Mellon's personal art collection. "[The Misrach] images are so soothing and serene," the designer told Spy. "They were an ideal backdrop." That's not the only way Mellon is connecting her line of footwear, apparel and handbags to the art world. "I envisioned our packaging to resemble a John McCracken sculpture," she said. And her own creations, from packaging to product, will incorporate a signature, deep-red color. "Red is passionate," Mellon said, noting that the aha moment came when she saw the hue on a photo of luxuriously lacquered lips. "The color will be represented throughout the collection, from our red patent Whisper sandals to our cashmere T-shirt to my favorite crepe jumpsuit."



### Color Wheel

Naturalizer is getting a splash of color. The brand has teamed up with artist and interior designer David Bromstad, who also hosts HGTV's "Color Splash," for a spring '14 collection of footwear and accessories. And all the styles were inspired by an original Bromstad painting. "The floral painting brings together roses from a New England garden and a tropical hibiscus from Florida. It's north meets south — an unexpected twist," Bromstad said. "Whether it's home or fashion, accessories complete the

look. It's the place to add that pop of color, the fun, the personality and the unexpected." The Bromstad for Naturalizer shoe collection will be available online and in stores, and will retail for between \$29 for sandals and \$89 for wedges. Handbags, totes and cell phone cases also will be in the mix. "David is known for his ability to transform a room into a vibrant, unforgettable and comfortable space. At heart, he is an amazing artist, and we knew he would infuse the same fresh and inspired design vision into this exclusive collection," said John Malpiedi, SVP and GM of Naturalizer.