

Client: David Bromstad
Date: October 21, 2013
Outlet: FootwearNews.com
Unique Visitors: 827,200 monthly



David Bromstad's Good Taste

Artist and interior designer David Bromstad has found a new canvas for his creativity. The host of HGTV's "Color Splash," which transforms ordinary rooms into vibrant spaces, was tapped by St. Louis-based Naturalizer to put his stamp on a collection of shoes and accessories for spring '14. The comfort brand commissioned Bromstad to do an original painting that would serve as inspiration for the collection. Bromstad opted for flowers as the theme. "They're so on trend," he told Footwear News. "They can be fun, fresh and whimsical, and give [footwear] an organic feel." With Naturalizer designer Angelique Joseph, Bromstad adapted the motif for a series of looks including ballet flats, thongs and wedges — and all put the focus on comfort. "It's paramount," he said, likening footwear to interior design. "You have to live in every space and in every shoe." And, Bromstad added, he always enjoys a design challenge. "There's never one project that's the same. Shoes are a new avenue I can learn." Set to hit stores in March, the line retails for \$29 to \$89, with accessories such as cell phone cases and totes at \$25 to \$75.



If I could live anywhere, I'd pick ...

"Hawaii. The lush greenery and mountains are gorgeous. The carefree lifestyle also appeals to me — to wake up each morning to a beautiful canvas is a dream."

Favorite artist:

"Andy Warhol. He was ahead of his time. His art had so many ranges, from canvas to sculpting, photography, sketching, even music."

Most comfortable seat in my house:

"Fabulous tufted club chairs in my kitchen. I always find myself there working, on my computer, reading and chatting with friends."

Last gadget I purchased:

"iPhone. Mine fell in the water after my birthday celebration cruise in Mykonos, Greece. I was lost for the last five days of my trip."

If I were marooned with a famous chef, I'd like it to be...

"Curtis Stone. He'd swim to gather fish, prepare it on the fire pit I built out of coconut shells and driftwood. [For dessert], he'd prepare a gorgeous platter of pineapple and coconut."

If I were marooned with a famous chef, I'd like it to be...

"Curtis Stone. He'd swim to gather fish, prepare it on the fire pit I built out of coconut shells and driftwood. [For dessert], he'd prepare a gorgeous platter of pineapple and coconut."

Junk food I crave most:

"French fries. Maybe Curtis can bring some potatoes to the island."