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HGTV Star Steps into Footwear, Accessories Design with Naturalizer

By Jeff Prine on October 9, 2013



New York—Although there are numerous examples of fashion designers/brands delving into the home furnishings field, there are fewer examples of the reverse.

David Bromstad, interior designer and host of HGTV's "Color Splash," is hoping to become the latest example of a success story coming from the home arena.

In his first-ever fashion collection, Bromstad has collaborated with Naturalizer, a division of Brown Shoe, on a footwear and handbag collection which will premiere at retail in March 2014 at about 180 Naturalizer stores, Naturalizer.com and select retail partners.

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Speaking at the press debut of Bromstad for Naturalizer, Bromstad said there are many correlations between what women put into their homes and what they wear on their bodies.

“Color makes the world go around,” says Bromstad. “A pop of color can change your mood and the kind of day you’re having. The colors in this collection are bright, happy, fun

and whimsical. Adding a splash of color into everyday life is part of my design mission.”

When Naturalizer was looking to make a design collaboration, the brand was drawn to Bromstad due to his enthusiasm for color, but also for Bromstad’s customer base which was right in line with those of Naturalizer.

Designs That Are Relatable in Fashion, Home

“He approaches his work the same way I approach mine—keeping the consumer in mind,” says Angelique Joseph, Naturalizer’s designer. “Designing and creating something new for her but making sure it’s still relatable.”

For his first fashion foray, Bromstad, who received drawing and painting training at the Ringling School of Art and Design, painted a floral that depicts the roses of a New England garden with the hibiscus blossoms of South Florida where he makes his home. “It’s North meets South in an unexpected twist.”

Not only were some of the tropical colors incorporated into the collection, the floral print Bromstad created is used on flipflops, ballet flats, wedges and sandals. It also is used on handbags and small leathergoods and as a lining on solid colored accessories.

Shoes retail from \$29 to \$89 and accessories will retail from \$25 to \$75.

The Spring 2014 collection also features touches of gold in the footwear and accessories, a color that Bromstad says he’s particularly keen on. “There no one who doesn’t look good in gold.”

The Bromstad festive floral is being carried over into point-of-sale materials including shopping bags and even a special floral shoe box.

But as Bromstad notes, the footwear incorporates Naturalizer’s traditional comfort factors. “That’s something that as a designer I think about all the time, my work has to be functional and comfortable as well.”

Bromstad says he’s already gearing up for the next shoe and accessories collection for Fall 2014. “It’s going to be completely different but still bring a little sexy into Naturalizer.”

Besides his own Miami-based design firm, Bromstad is host and designer on HGTV's hit series "Color Splash" where he's completed more than 150 makeovers. He also is host and mentor of "HGTV Design Star."

Upon finishing his degree at Ringling, Bromstad began his career at Walt Design World where he was responsible for conceiving and executing major installations for Disney, Universal and Islands of Adventure.

His art and custom furniture has been exhibited at Art Basel Miami and his signature paintings have been made available through Penny Lane Publishing and Murals Your Way. He also created a collection of bed and bath products with 1888 Mills. Bromstad's art has been licensed for barware and accessories with Thirstystone.