

MACALA WRIGHT

INTERVIEWS VIDEOS

GLAMPING & CONSUMER INTERIOR DESIGN TRENDS WITH DAVID BROMSTAD

David Bromstad Interview: Interior Design Trends 2015-2016



MacalaWright.com
Unique Visitors Per Month: 1,410
June 14th, 2015

THE
WORK
SHOP™

Over the years, glamping has become a huge trend in [design](#) and [business](#). Glamping is a term derived from the words “glamorous” and “camping.” The goal of this new cultural trend is to create the ultimate travel experiences while exploring the world. Glamping has spawned AirBnB-like home sharing sites like [Glamping.com](#) and [GlampingHub.com](#), and has become big e-commerce business for retailers like [Grass Haven Outdoor](#).

Glamping is the nostalgia of old school camping, all grown up. Today, the interior design community and retailers around the world are catching on to the idea that glamping means big business for those who do not camp, or in this case “glamp.” I sat down with HGTV personality and interior designer, David Bromstad, to talk about glamping. Here, he explains why this trend has become so popular with consumers and the [business](#) side of design.

Why has glamping become such a huge trend in interior design?

People love to camp, and they love being outdoors. I've always glamped with my family, but we called it “motorhoming!” We had air conditioning, a toilet, a shower; but this just takes it to a whole other level. You're a little closer to nature. Glamping makes camping so much more glamorous! It's why they're loving it so much; they haven't seen it before. But now everyone's catching on!

How have design stores that sell home goods and accessories started to change their product assortments to cater to what their customers want?

Today's outdoor furniture doesn't look like furniture. If you look at my most recent collection with Grandin Road, you'll notice this, as the fabric doesn't feel like outdoor fabric and the pillows don't look like outdoor pillows. Instead, they feel really natural, they look really good and they essentially feel like they belong indoors - which is amazing! That's where things have really transitioned. You can really bring outside in.

What's a trend you're personally spearheading?

A trend I'm personally spearheading adding color to trends through my personal collection with Grandin Road. The [David Bromstad Collection](#) is multipurpose. I wanted coffee tables, ottomans and items that could go inside and outside! I wanted people to be able to look at an items and say, "Okay it's done outside, let's take it inside to continue using it."

What are online shops you can't live without?

Amazon.com, GrandinRoad.com and Bromstad.com! Who doesn't love reviews and free shipping? Designers don't have time to always physically run out to get things!