

Naturalizer Announces Fall Creative Collaboration with Artist and Designer David Bromstad

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Bromstad's Original Design Comes to Life on Naturalizer Shoes and Accessories for Fall 2014

ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company's Naturalizer brand announced today that it has partnered again with artist, interior designer and TV personality David Bromstad to bring his unique and bold vision to life in a collection of shoes and accessories this fall.

Naturalizer commissioned Bromstad to do an original painting for the **Bromstad for Naturalizer** fall collection. Inspired by this season's hottest trends, Bromstad created an exclusive painting for Naturalizer that features an unexpected twist - he brings together not one, but four iconic animal prints on a single canvas.

"Animal prints are hot and always on trend. But I wanted to approach it in a different way," Bromstad said. "By using python, snow leopard, cheetah and zebra together in one cohesive piece of artwork, we get an exciting new twist on a timeless trend."

In collaborating with Bromstad, Naturalizer product designer Angelique Joseph used each of the animal prints in his painting to create a chic and sophisticated collection of shoes, boots, handbags and scarves. "Working with David's animal print was such a fun process," Joseph said. "By combining the print with bold colors and on-trend embellishments, we created a collection that is uniquely Bromstad."

"Our customers loved his fresh, floral prints from the spring collection, and we feel certain they will be wowed with his chic animal print-inspired fall collection," said John Malpiedi, senior vice president and general manager of Naturalizer. "We hope David and his designs will inspire women to have fun and express themselves through Naturalizer shoes and accessories."

The Bromstad for Naturalizer collection will be available at Naturalizer stores, Naturalizer.com and select retail partners beginning on August 25. It will include pumps, flats and boots, and will retail between \$99 and \$179. An exclusive collection of handbags and printed scarves will also be available at Naturalizer stores and Naturalizer.com and will retail starting at \$119 and \$36 respectively.

About Brown Shoe Company

Brown Shoe Company is a \$2.5 billion, global, footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the over 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands — Famous Footwear, Famous.com, and shoes.com — are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance can look to our Healthy Living brands — Naturalizer, Dr. Scholl's, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Via Spiga, Vince, Carlos Santana and Fergie Footwear — keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

About Naturalizer

In 1927, Naturalizer had the revolutionary idea of creating stylish and comfortable shoes made just for women. The brand became known as "the shoe with the beautiful fit." For more than 80 years, Naturalizer has understood how truly comfortable shoes can help women move energetically through their day and live life to the fullest. Naturalizer remains committed to designing beautiful shoes that feel as good at the end of the day as they do at the beginning. And because of this commitment, Naturalizer shoes feature our exclusive N5 comfort system - five essential features that are proven to provide all-day comfort: extra cushioning, breathable linings, balance with every step, flexible soles and lightweight material. Naturalizer is still one of the few brands in the marketplace that women can turn to for hard-to-find sizes and widths, and wide shaft boots, because we believe that shoes can only be comfortable when they are a perfect fit. Naturalizer shoes are designed with the best of each season's trend-right looks, details and materials that women will love for work, play and every day. Today, Naturalizer is inspiring women to live their lives and love their shoes in 60 countries around the world.

About David Bromstad

David Bromstad, Artist, Designer and Television Personality, is the original winner of HGTV's *Design Star*, which led to his gig as host on his first hit series for HGTV, *Color Splash* where he completed more than 150 makeovers around the country including San Francisco, New York and Miami. David has also appeared on HGTV programs including *HGTV'd*, *HGTV Showdown*, *Bang for Your Buck*, and many more. He is the host and mentor of *HGTV Design Star*, *HGTV Star* and *HGTV's Color Splash* and has appeared on the *Oprah Winfrey*, *Ellen DeGeneres*, *Ricki Lake*, and *The Wendy Williams* shows. David's design advice has also been featured in *HGTV Magazine*, *USA Today*, *People*, *RedBook*, *Forbes Travel*, *Huffington Post* and *Better Homes & Gardens*, to name a few.

Growing up in small town Minnesota, David's budding creativity and passion for drawing and painting led him to the *Ringling School of Art and Design* in Sarasota, Florida eventually launching his career at *Walt Disney World* in Orlando shortly after completing his education - *a dream come true!* David has conceived and executed major installations for *Walt Disney World*, *Universal Studios* and *Islands of Adventure*. David's installations are a focal point at many of the world's top amusement parks and seen by millions of visitors every year. David produced his first exhibition of art and custom furniture for *Art Basel Miami Beach*, the country's top art event in December 2011. For more information, please visit Bromstad.com.

Comments from Collaborator David Bromstad

On design

My approach to design is always unique, fun and interesting...but I also keep it very relatable. If it's not relatable then what's the point?

On the inspiration for the original painting

I get a lot of inspiration from what's trending in fashion, and animal prints are hot. But I knew just one animal print would be too boring, so I picked four! In my new Naturalizer collection you'll see everything from python and snow leopard to cheetah and zebra. Combining all of those prints into one cohesive piece of artwork was one of my biggest challenges. The painting is all sorts of fabulousness. If I could describe it in one word, it would have to be "Animalfantabulous."

On the Bromstad for Naturalizer collection

The fall collection is chic, sophisticated, bold, expressive...and let me just say it's a whole lot of SEXY. The collection speaks to women of all ages - it's very universal. For the Bromstad Spring collection, I created a floral painting that was very happy and summery, but for Fall, we wanted to do something *wildly* different.

On what makes the collection uniquely David Bromstad

It's unexpected - that's what I like to do with my interiors and now with my footwear. I want people to be surprised by my styling choices but at the same time see themselves wearing the shoes in their everyday life.

On comfort

Comfort is a huge factor whether I'm designing shoes or designing interiors. You have to live in every space and you have to live in every shoe. The Bromstad for Naturalizer collection not only looks fabulous, but you're going to feel fabulous in them.

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