



INTERVIEW *with* SHEILA BRIDGES

We chatted with the iconic New York designer about creative inspiration, joining the Bloomingdale's assortment, and her new, exciting collab.

What was the inspiration behind Harlem Toile de Jouy?

I have always loved French toiles, but **when I was searching for a toile for my own home, I simply couldn't find one that spoke to me directly.** As a Black woman in Harlem, I wanted to speak to some of the stereotypes that have often been associated with Black people but approach the images in a way that also felt both personal and celebratory.

What influences your work and what are you inspired by?

As a designer I think of myself as a visual storyteller and my work is influenced by a lot of things, but generally **I am most inspired by travel, nature, history, and Black culture.**



What drew you to partnering with Wedgwood?

My mother collected different-colored Jasperware pieces, which were displayed in our family home in Philadelphia. As I got older, I began collecting Jasperware myself. **I was always attracted to the beautiful range of colors and shapes** as well as the classic motifs way before I became a designer.

As a New Yorker, how does it feel to see your work in such an iconic store in the city?

When I graduated from college, I moved to New York City for **my very first job, which was at Bloomingdale's.** I love that here I am, 36 years later, collaborating with an iconic British tableware company with my designs being sold at an iconic New York department store. **It's a really exciting full-circle moment.**

If you could offer only one bit of design advice—no longer than a tweet—what would it be?

Always go for quality over quantity. Less is more when it comes to good design.

