

Designer Spotlight: Brooke Moorhead

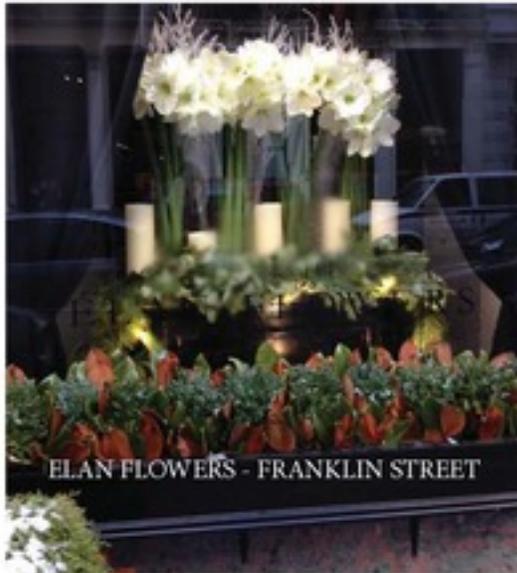
Designer Brooke Moorhead specializes in timeless, sophisticated interiors that speak to the modern era. Viyet sat down with her for a game of question and answer to learn all about her chic style, how New York City inspires her designs, plus what she is currently coveting from Viyet.



via [Brooke Moorhead Design](#)

Viyet: What inspired you to take this particular career path? Was there a particular inspiration?

Brooke Moorhead: New York City. The design inspiration that comes through my five senses on a daily basis keeps me going. I began my career in corporate law and then worked a year in finance, but the creative draw of the city became irresistible. Also, I loved the idea of building a business and being able to be creative at the same time.



V: What is your go-to source for design inspiration?

BM: Walking, and general interaction with the culture of New York City. The buildings in Tribeca and on the Upper East Side serve as a fantastic stage to daydream about projects or ideas. The design in restaurants, hotels, and other public spaces always offers something new and exciting. Of course, the people in the city are also amazing to watch and notice, and I love the inspiration from the fashion and the art world. Every day gives me at least one new idea at some point along the way, if not hundreds.



via [Brooke Moorhead Design](#)

V: What are the biggest trends in the interior design industry you are seeing right now?

BM: COLOR, along with a more luxe and polished aesthetic. In my opinion, reclaimed wood, "industrial", and all shades of gray have been way overused and are long gone for the time being.



via [Brooke Moorhead Design](#)

V: Sum up your personal interior design style in 6 words or less.

BM: Sophisticated, with juxtapositions of contemporary and comfortable.



via [Brooke Moorhead Design](#)

V: Tell us about your recent Tribeca project. What design direction did you take, what were your design inspirations, etc?

BM: I worked closely with my clients to define their aesthetic preferences. Together, we eventually settled on a style that proved to be extremely livable – sophisticated, contemporary, and comfortable, with a serene but balanced color palette. I was inspired by the raw space, which was an old industrial warehouse turned into a very modern luxury apartment building. We were originally leaning toward adding in a few industrial elements which would have been a nod to the history of the building, but in the end, it became a much cleaner, more modern look. I worked to keep the choices simple and contemporary but with enough movement and charm to make it feel luxurious and warm at the same time. I love the use of red in the space – despite the ubiquitous use of beige and white, my clients were not afraid to go after a bit of color, especially in the bedroom, where we put up stunning red velvet curtains.



via [Brooke Moorhead Design](#)

V: Which colors do you use most?

BM: Historically, I have mostly used white, beige, cream, blush, chestnut, ebony, aubergine... mostly muted but with contrast in lights and darks. However, I have had a craving to do a very feminine project with a lot of light lavender, faded peach, heather gray, and raspberry.



via [Brooke Moorhead Design](#)

V: What is your favorite interior design-related word or phrase?

BM: Juxtaposition.

V: Favorite designers or artists?

BM: My mother, Lucinda Lester, who is a designer in California, was my first teacher and continues to be my lifelong inspiration. My grandmother, Phyllis Lester, also an interior designer and artist, gave me roots in both sophisticated and bohemian aesthetics.



Image Courtesy of Lucinda Lester Design

V: Which design blog, website, TV show, or magazine would you be lost without?

BM: I subscribe to [Keep it Chic](#), a fashion blog written by Preston Davis. I love her attitude and her taste is superb. I find fashion to be very inspiring for interior design ideas.



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via [Keep it Chic](#)

V: Design rule you love to break?

BM: Matching.

V: What are your four favorite pieces from Viyet?

BM: These pieces would be a great start to a scheme for an upscale, contemporary and sophisticated apartment.



[Pillows \(Set of 3\)](#)

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[Caleb Anderson Custom Bed](#)



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For more on Brooke's stunning designs and inspiration visit [Brooke Moorhead Design](#) online.