

MOBILE

Bergdorf Goodman gives menswear own space on Instagram

June 17, 2014



Photo from Bergdorf Goodman's @Goodmans Instagram

By SARAH JONES

New York retailer Bergdorf Goodman is reaching out to fashion-savvy men through a new Instagram account separate from the main store profile.

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Luxury Daily

Bergdorf Goodman launched its @Goodmans account at the beginning of the spring/summer 2015 menswear runway shows. Joining the existing male-specific Twitter account, this addition will help the department store connect with its male consumers on a more focused level.

"Sometimes separating is hard to do, but sometimes it's for the best," said Jeff Cohen, director of social media at [MDG Advertising](#), Boca Raton, FL. "This is definitely one of those times.

"Bergdorf Goodman's has a long standing tradition for fashion and quality and has a huge female customer base," he said. "With the recent explosive growth and popularity of Instagram, coupled with the release of the new men's spring fashion, this is the perfect time to establish a separate and dominant presence for their high-end men's store on the photo-centric Instagram platform.

"The new Goodmans account on Instagram allows the luxury retailer to put their male fashions front and center and attract a new audience that wouldn't otherwise follow one combined female skewed account. The account can focus on imagery, clothing, and accessories tailored to the fashion conscious man."

Mr. Cohen is not affiliated with Bergdorf Goodman but agreed to comment as an industry expert.

Bergdorf Goodman was unable to comment before press deadline.

Audience segmentation

This move to a separate Instagram account matches the separate building that now contains the men's apparel and accessories. Bergdorf's menswear department was developed into its own store location across Fifth Avenue in 1990.

Bergdorf has had a separate Twitter account for its men's store since 2009, established around the same time as its main Twitter profile, @Bergdorfs.



@Goodmans Twitter profile

For the launch of the Instagram account, Bergdorf changed its Twitter handle from @BergdorfGoodMan to @Goodmans, to make it consistent with the new account.

"Changing the Twitter handle shouldn't be too traumatic," said Apu Gupta, CEO of [Curalate](#), New York. "All existing followers of the former handle will automatically become followers of the new one."

"While old tweets will continue to have the previous name in them, the lifespan of a tweet is generally very short, so the volume of people affected by this will be minimal," he said. "In the end, the benefits of creating a more focused message that caters to a more focused audience will likely outweigh any minor inconveniences caused by this change."

Before the official launch of the @Goodmans Instagram, Bergdorf posted across its main

social channels to drive traffic to the new account.



Facebook post from Bergdorf Goodman

The first @Goodmans post from June 13 shows the exterior of the men's store, and tells consumers "This is where you find the Goodman."



goodmans
Bergdorf Goodman

3d



360 likes

goodmans This is where you find the Goodman.

view all 33 comments

meandneim @taylorschatz

bilbarner @thebuckheadoffice #chargeit



Instagram post from @Goodmans

From there, Bergdorf took its followers around the store, showing off edgy skull cufflinks and a crocodile backpack.

After just a couple of posts, @Goodmans traveled to England, letting consumers know it was on the move with a photo of Queen Elizabeth riding in a carriage.



220 likes
goodmans From our men's fashion director @brucepask: "Quite a way to kick off London Collections: Men! Saw HM The Queen during the Trooping of the Colours in honor of her birthday." 🇬🇧



Instagram post from @Goodmans

Before launching into the menswear shows in London, Bergdorf shared some pointers about the British city.

Giving consumers the fashion they were looking for, @Goodmans then snapped photos of the presentation for Gieves & Hawkes and reposted Louis Leeman's from its presentation, adding its two cents.



Instagram post from @Goodmans

As of press time, the @Goodmans account had about 4,500 followers.

This new Instagram account and renamed Twitter will help to brand the men's store online.

"While the Twitter accounts had been separated for some time, the new name change solidifies a consistent branding across the platforms," MDG Advertising's Mr. Cohen said.

"Branding and name recognition is everything in social media," he said. "Simple, Bergdorfs is for the ladies and Goodmans is for the gentleman.

"And who can resist a good name pun hashtag combo? #ImAGoodman"

Singular focus

Bergdorf Goodman is not the only department store to create a dedicated channel for

menswear. Harrods also has a dedicated Twitter account for its men's department, giving insider information specifically for male consumers.

Harrods became media itself during London Fashion Week by creating its own content around the menswear shows to demonstrate its involvement in the events.

Both Harrods and Mr Porter updated their social media accounts, as well as their Web sites, with photos and videos of the fashion shows they attended, giving their followers backstage accounts of the productions. By becoming a part of the online conversation surrounding London Fashion Week, these retailers were able to show their place within the fashion industry by providing insider information ([see story](#)).

Male consumers have become a main focus of attention for luxury brands, since they represent a segment of the population with money to spend on clothing.

The "YUM" acronym has commanded a lot of attention following HSBC's "Rise of the Yummy" report, but will this demographic alter the luxury landscape?

The basic assumptions behind the ascent of young urban males seem reasonable enough: delayed marriage, a move beyond automobiles to other categories and an image affirmed through television depictions have propelled Yummys to spend more on luxury goods. However, commentator reactions to the report's conclusions have been mixed, with some agreeing that the group is a boon for luxury brands and others contending that Yummys are less enthralled with luxury goods than initially thought ([see story](#)).

Bergdorf has an opportunity to build its audience with the trendy topic of men's fashion week.

"Smart marketers know that segmentation matters," Curalate's Mr. Gupta said. "By essentially creating a men's channel, Bergdorf can make its messaging far more relevant to its audience while learning more about what the Bergdorf man cares about.

"Launching this in conjunction with Men's Fashion Week will undoubtedly provide a nice bump in awareness, but social is rarely about one-time spikes," he said. "Bergdorf is doing the right things to grow its audience for this new channel including using its larger Bergdorfs Twitter account to build awareness for Goodmans."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/fb8D_q685m8](http://www.youtube.com/embed/fb8D_q685m8)

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