

IN-STORE

## Bergdorf Goodman appeals to busy travelers with same-day delivery

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*Bergdorf Goodman same-day delivery*

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By STAFF REPORTS

Bergdorf Goodman is facilitating the summer travel plans of affluent consumers through Aug. 2 with free same-day shipping to Manhattan and the Hamptons.

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Only in-store purchases totaling \$500 or more are eligible for the service, and purchases must be made by noon for Hamptons delivery and by 5 p.m. for Manhattan delivery. Although this concept is not novel and does not feature a digital component, it will likely be appreciated by busy affluent consumers rushing from place to place.

Check in, check out

The retailer informed consumers of the temporary service with an email blast. The email stipulates in the headline that it is in-store only to prevent the confusion that would have resulted otherwise.

In the body of the email, a cartoon map is shown with a dotted line starting at Bergdorf and ending in the Hamptons.

A click-through on the email leads consumers to the store directory page.



*Bergdorf Goodman same-day delivery email*

While same-day delivery for an online transaction is more conducive to a busy day, there are still benefits to the in-store offer.

Consumers can walk into the store when they have some time to spare, and, rather than lugging a bag around the rest of the day, can receive purchases later in the day at an agreed-upon location.

Bergdorf has offered similar services before.

For instance, the retailer gave consumers the opportunity to buy new shoes for their weekend plans without leaving home by offering rush delivery in May.

The retailer vowed to deliver shoes or handbags to Manhattan residents within three hours on Thursdays and Fridays for four weeks. Offering this rush delivery further solidified Bergdorf's image as a retailer with high-end customer service ([see story](#)).

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