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Bergdorf Goodman illustrates fall trends with magazine mailer

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Bergdorf Goodman fall 2014 magazine cover

By SARAH JONES

Department store Bergdorf Goodman got consumers ready to replenish their cold weather wardrobes with the fall collections issue of its magalog.

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Before delving into both men's and women's fashions, the magalog takes time to explore trends, including the rise of the sneaker and embellishment, as well as profile key figures, including Valentino designers Maria Grazia Chiuri and Pierpaolo Piccioli. Providing context on top of imagery allows consumers to use the magazine as a research tool, and may give incentive for in-store visits for particular items.

"The editorial content can educate and motivate consumers towards certain purchasing behaviors," said Courtney Albert, management consultant for [The Parker Avery Group](#), Atlanta. "For Bergdorf Goodman in particular, the assortment featured in the magazine.

"Making the context available to an online audience definitely broadens the potential reader audience," she said. "Additionally, even if a consumer received the printed version, he or she will still be able to access and refer to the content on the go."

Ms. Albert is not affiliated with Bergdorf Goodman, but agreed to comment as an industry

expert.

Bergdorf Goodman was unable to comment before press deadline.

New season

The print magazine, sent to consumers via direct mail, was double-sided to allow for both a men's and women's cover.

Taking an unconventional approach for the season, Bergdorf Goodman went to Dubai to film its cover spread for the women's side, capturing a model among sand and city streets wearing apparel from brands including Marni, Marc Jacobs and Fendi.



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"Dubai remains a place of mystery for most Bergdorf Goodman clients," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "A sexy venue, such as Dubai, heightens desire."

In the front of the book were advertisements for Ralph Lauren's Ricky ID Chain bag, Chanel's timepieces, La Prairie's skincare and Jimmy Choo and Giorgio Armani eyewear. Surrounding the table of contents were beauty efforts for Tom Ford, La Mer, Guerlain's KissKiss lipstick and Bottega Veneta's The Knot fragrance.



Ralph Lauren ad in Bergdorf Goodman fall 2014 magazine

In the first few pages of editorial content, Bergdorf Goodman shared an excerpt from the memoir of its legendary personal stylist Betty Halbreich, “I’ll Drink to That,” which launched in September.

Among an exploration of current trends from the runways, such as exotic animals, fuzzy fabrics and the color grey, was a fragrance strip for the Diana Vreeland perfume collection, which launched exclusively at Bergdorf Goodman and Neiman Marcus.

The collection was created to pay tribute to Ms. Vreeland, who was the editor-in-chief of Vogue during the 1960s after her tenure as a columnist for Harper’s Bazaar, by her grandson Alexander Vreeland ([see story](#)).

After the few feature stories, the magazine dives into the new season solely with photo spreads.

“Beyond Measure” tackled the architectural pieces from Donna Karan, Ralph Lauren and more, while “Higher Power” focused on embellished eveningwear, also captured in Dubai. Consumers were prompted to go to Bergdorf Goodman’s blog to watch the photoshoot come together in a short video.



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“Break Through” placed the emphasis on accessories, showing models’ hands and feet poking through navy paper, wearing this season’s shoes or toting the latest handbags.



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Many of the credits in the magazine offered the floor in the retailer’s store where consumers can find the item.

On the men’s side, the cover depicted a photo spread inside that is set against monuments, which highlighted classic neutral pieces from Berluti, Ermenegildo Zegna and Moncler.



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Mirroring the women's side, the first ad was for Ralph Lauren Purple Label. This was followed by fragrance efforts from Tom Ford and Zegna, as well as a menswear ad for Hermès.



Ralph Lauren ad in Bergdorf Goodman fall 2014 magazine

Italian automaker Maserati reached out to New York department store Bergdorf Goodman's consumers through a fall men's fashion collaboration.

The retailer shot a series of editorial images for its September magazine in Modena, Italy, where the car brand's factory and headquarters are located. Making the comparison between automobile and apparel design will help to reinforce Maserati's place as an "icon of style" ([see story](#)).



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Content meets commerce

Bergdorf Goodman maintains a typical editorial approach for its direct mail magazines, allowing consumers to get a full understanding of the retailer as its own brand.

Ralph Lauren, La Prairie and Clive Christian reflected the wide range of offerings available at New York department store Bergdorf Goodman in the retailer's spring 2014 magalog.

Sent out to Bergdorf's male and female consumers via direct mail, the double-issue summarized the brands sold by the retailer with an editorial approach that allows the magalog to rival traditional fashion publications. Bergdorf's 312-paged double issue maintains that print catalogs, if immersive and well-curated, may still be a valid way to connect with consumers to drive in-store and online interactions ([see story](#)).

Connecting with consumers via content may help to spur purchases.

"Editorial content engages and connects the product with the person," Mr. Ramey said. "Done right, it will reinforce clients' need to shop."

"Online presence will greatly enhance the publication's effectiveness," he said. "The audience will be younger and only a click or two from purchasing product, Bergdorf Goodman's raison d'être."

"Online content is an opportunity and responsibility for luxury retailers. The days of concern that being online is a liability are long gone."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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