

IN-STORE

Bergdorf Goodman sets up art gallery in store windows with Sotheby's

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Bergdorf Goodman in New York

By SARAH JONES

Department store Bergdorf Goodman is previewing Sotheby's upcoming Contemporary Art Day Sale with a store window display of art mixed with apparel.

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The displays, up from Sept. 26 through Oct. 13, feature work from the likes of Andy Warhol and Damien Hirst, representing the first time the retailer has used work of this scale in its windows. In addition to creating a street-level gallery to attract consumers, this will give Sotheby's publicity for its upcoming sale.

"We always look forward to opportunities to work with great New York institutions," said David Hoey, senior director, visual presentation at [Bergdorf Goodman](#), New York.

"In the last 18 years we have collaborated with Sotheby's on four occasions," he said. "This year's Fall Contemporary Day Show will contain so much riveting art that we left at the opportunity to collaborate a fifth time."

Artistic influence

Sotheby's Day Sales are organized by contemporary art specialists, who pick out pieces from both established and up-and-coming artists. Price points for work range from a few

thousand to \$4 million, allowing both entry-level and established collectors the opportunity to participate.



Window at Bergdorf Goodman

In Bergdorf Goodman's windows, the art serves as a backdrop for fall fashions from Valentino, Prada and more picked out by the store's team.

One window uses Dan Flavin's untitled light piece to cast a multicolored glow on white apparel, including fur coats.



Window at Bergdorf Goodman

Another pane takes a heart printed eveningwear dress and places it against equally colorful “Samba School” by James Rosenquist.

Each window tells consumers about the upcoming sale of the artwork and gives credit to the artist, prompting awareness for both Sotheby's and the creatives.



Window at Bergdorf Goodman

After the Bergdorf Goodman window display, the entire range of art available in the auction will be on exhibit at Sotheby's headquarters in New York from Nov. 7-11, before the sale on Nov. 12 at 9:30 a.m.

Last year, Sotheby's and Bergdorf Goodman partnered on windows that highlighted items available in the auction house's (Red) sale.

Art history

Bergdorf Goodman has previously used its windows to connect itself to the art world.

The retailer unveiled a series of in-store art installations during Mercedes-Benz Fashion Week to draw attention and foot traffic from fashion show attendees staying in the city.

Bergdorf's "Art Matters!" project is the result of a partnership with duo Grey Area, who, with the help of artists, transformed the retailer's windows and store interior. These installations around the store will likely attract art and fashion lovers alike, who will then spread the word to their networks ([see story](#)).

Meanwhile, Sotheby's has been expanding its potential audience through an online partnership.

Sotheby's has joined forces with online auctioneer eBay to develop a digital platform that enables consumers to easily browse artwork, antiques and collectibles.

The partnership will likely raise eBay's stature in the auctioneer sector, as its work with Sotheby's will introduce the online shopping platform to the international art business. For Sotheby's, partnering with eBay will have a similar effect by making the auctioneer more accessible to global consumers ([see story](#)).

Sotheby's consistently sees new clients who have never bought from it before, making this window display an opportunity to gain more impressions and potential consumers.

This collaboration represents the larger intertwined nature of fashion and art.

"We believe in bringing out the complimentary relationship between different art forms," Mr. Hoey said. "There is a beauty in the collision of contemporary fashion and art.

"When presented in our windows in such a public way, everyone benefits."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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