

INTERNET

Bloomingdale's tracks down New York's best-dressed men

October 8, 2014



Bloomingdale's NYC Style Icons

By NANCY BUCKLEY

Department store chain Bloomingdale's is leveraging a men's style blogger to unearth some of New York's best-dressed guys for a new male-focused section called "NYC Style Icons."

Sign up now

Luxury Daily

Michael Williams from "A Continuous Lean," a blog in which he shares his enthusiasm for menswear, chose seven men from New York that best represent Bloomingdale's fall collections. Bloomingdale's is offering consumers a unique glimpse into how items from its collections can transfer into real life, and the chance to learn about several successful men who wear and function in these clothes.

"There are so many great fashion cities out there, but New Yorkers create their own identity through style in a very unique way," said Kevin Harter, vice president of men's fashion direction at **Bloomingdale's**, New York.

Real life Bloomingdale's

Mr. Williams and Bloomingdale's found seven men from the five boroughs who are successful businessmen and embody the retailer's style in their daily lives.

NYC Style Icons on Bloomingdale's Web site allows consumers to explore the style and story of each man, and also browse and purchase their look.

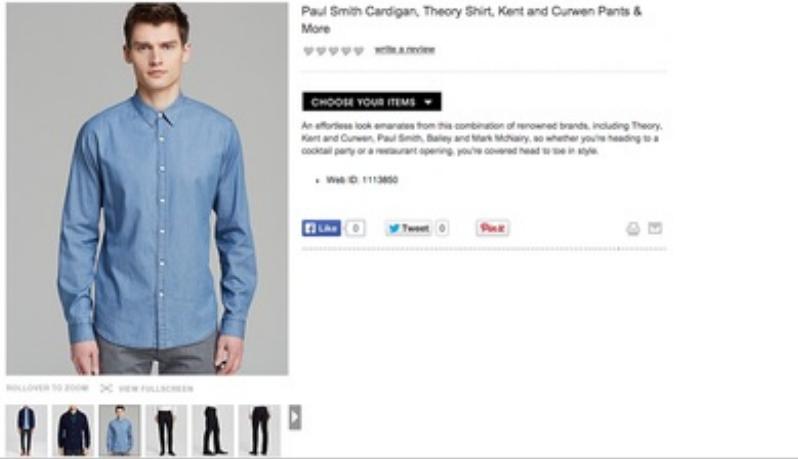
For example, Michael Chernow, the owner of The Meatball Shop, is a native New Yorker who opened his restaurant, which is said to be "the best thing to happen to meatballs since spaghetti," and managed to maintain his own style.



Michael Chernow of The Meatball Shop

In the photograph of Mr. Chernow, he is featured in dark pants, a button down shirt, brown leather shoes, a fedora and a cardigan. Consumers have the opportunity to "shop the look" right from his biography page. Each article of clothing he is wearing is available through Bloomingdale's Web site and stores.

The other six men include Stephen Cheuk, the owner of S<10 Training; shoe designer and model Armando Cabral; executive vice president of The Palm restaurant, Bruce Bozzi; Nick Sullivan, the fashion director at Esquire magazine; musician Matt Hitt and Antonio Ciongoli, the creative director of Eidos.



Shop the look

These seven men highlight the Bloomingdale's fall collection. A Continuous Lean's Mr. Williams also spoke about the campaign in a sponsored post on his blog.

Blogger's pick

Bloggers allow consumers to have a more personal experience with the fashion world. Many brands have realized the personal connection that bloggers create and have brought this into campaigns.

For instance, Marc Jacobs Intl. looked to connect with consumers during its Marc Jacobs Collection runway show by collaborating with renowned blogger Leandra Medine of "The Man Repeller," who live-hosted the show.

Since the Marc Jacobs Collection consumer is slightly older than the Marc by Marc Jacobs wearer, it made sense to engage these women with someone with whom they could connect. The collaboration was hyped a few days before the show via email and social media marketing ([see story](#)).

Also, British department store Harrods brought together eight fashion taste makers for a photo shoot in London as part of its first Digital Fashion Summit.

In addition to acting as models, the bloggers created content for the retailer in the form of top five lists of their must-have spring items. Having these bloggers participate created a form of brand endorsement, both for Harrods and the labels featured in the digital content created ([see story](#)).

Bloggers allow luxury fashion and luxury brands seem real. Consumers are constantly inundated with fashion shows and advertisements, but seeing a fashion line on a person who is relatable and wearing it in everyday life makes the items seem more attainable.

"There has been a transformation in menswear where guys are looking at blogs and Web sites to see how 'real men' are dressing on the streets, and then attempting to either emulate that style or make it their own," Mr. Harter said. "'Real guys' are much more relatable."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/vMgfcBoL_nM](https://www.youtube.com/embed/vMgfcBoL_nM)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.