

IN-STORE

Bergdorf Goodman honors the arts with holiday windows

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Bergdorf Goodman in New York

By SARAH JONES

Department store Bergdorf Goodman is paying homage to the arts with its holiday window displays.

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In different panes of the store's windows are depictions of literature, architecture, theater, painting, dance, sculpture and film. Bergdorf Goodman often aligns itself with artists, so this display will further cement the retailer's position in the creative community.

"Bergdorf understands that commercialism is increasingly crass," said said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "The arts or art allow you to rise above the hoi polloi.

"Bergdorf's windows are public proclamations of their corporate values," he said. "The affluent choose to buy from those whose values match their own."

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

Bergdorf Goodman did not respond by press deadline.

Big reveal

Bergdorf Goodman teased its window reveal on social media on Nov. 17 to get consumers intrigued, showing a lavender tarp draped over one of the panes.



Instagram post from Bergdorf Goodman

That night, the retailer held an event to unveil the windows in collaboration with UNICEF. Actress Tea Leoni gave a speech about her work with the organization, and the UNICEF star was lit over Fifth Avenue at 57th street.



UNICEF star

Bergdorf Goodman is also celebrating the 60th anniversary of the movie “White Christmas” this year. At the window unveiling, the title song was performed by Broadway Kids Care.

A special diamond-edition of the film DVD will also be sold in store this season, with proceeds benefiting UNICEF. Bergdorf Goodman also donated a portion of the proceeds from its window event to the charity.

"Philanthropy instills a sense of giving while you're providing for your own," Mr. Ramey said.

"It's a compelling civic tax that often justifies a purchase," he said. "Clotaire Rapaille calls it the 'intellectual alibi.'"

At the end of the night, Grucci Fireworks put on a branded firework display in Bergdorf's colors of white, silver and lavender.

Each of the windows this year is dedicated to an art form.

In one depicting architecture, a mannequin in a Julien MacDonald gown becomes one with the skyscrapers and columns surrounding her.



Bergdorf Goodman holiday window

Dance shows a ballerina on point surrounded by gears, as if in a music box.

For the theater, Bergdorf created a lit Art Deco marquee, with a mannequin in a gilded dress centered.



In its music pane, a mannequin plays a trumpet while standing in front of a glistening backdrop of other instruments.

Bergdorf Goodman has previously used its store windows to show its dedication to art.

The retailer previewed Sotheby's Contemporary Art Day Sale with a store window display of art mixed with apparel.

The displays, up from Sept. 26 through Oct. 13, featured 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 gave Sotheby's publicity for its upcoming sale ([see story](#)).

Community outreach

Last year, Bergdorf Goodman hosted an Instagram contest where users submit photos with the hashtag #BGWindows to enter to win a prize.

Some users posted multiple pictures of the windows, saying they could not resist photographing the display, which was themed "Holidays on Ice," showing frosty depictions of holidays throughout the year. Valentine's Day, Arbor Day, Halloween, Independence Day and April Fools all got iced over ([see story](#)).

Celebrating the arts in a different manner, department store chain Barneys New York tapped director Baz Luhrmann and designer Catherine Martin to dazzle consumers this holiday season.

The partnership will entail window and in-store displays, special events and exclusive products. For New York retailers, the holiday season is always the pinnacle of brand expression as stores get flooded with shoppers and light shows bedazzle the darkened streets ([see story](#)).

Like most holiday windows, Bergdorf's cause consumer nostalgia.

"Retailers will increasingly focus on values and memories through 2015," Mr. Ramey said. "It's not lost on Bergdorf that UNICEF had a substantial presence when Boomers were younger."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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