

MAIL

Bergdorf Goodman inspires tropical vacations with resort magalog

December 12, 2014



Bergdorf Goodman resort collections 2014 cover

By SARAH JONES

Department store Bergdorf Goodman is helping its consumers plan for their trips to warmer locales with its resort magalog.

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The 160-page mailer blends both resort fashions and holiday gift ideas, allowing consumers to turn to the store for a variety of needs for the winter season. For consumers who can't get away, the resort features will likely provide a respite from snowy weather.

"A high percentage of Bergdorf's affluent customers will either be traveling for the holidays or post-holiday to warmer climates and are going to need a new assortment for their vacations," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"The response of the sunny resort features could also create a desire for people to book vacations, which will also create a demand for warm weather apparel and accessories," she said.

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

Bergdorf Goodman did not respond by press deadline.

Sun spot

Bergdorf's resort issue opened with a front cover effort from Ralph Lauren for its Ricky handbag, showing the designer's wife, and muse for the bag, riding a horse.



Ralph Lauren ad in Bergdorf Goodman's magazine

Following were efforts for fragrances by Tom Ford and Clive Christian and beauty ads for Dior and La Mer skincare. Also in the front of the book were ads for eyewear from Balenciaga, Chanel, Dior and Prada, fragrances from Chanel, Aerin Lauder, Brioni, Ermenegildo Zegna, YSL Beauté and Kilian and beauty products from Chantecaille, Lancôme and Estée Lauder.



La Mer and Chanel ads in Bergdorf Goodman magazine

Hermès stood out in a sea of beauty and accessories, running its Metamorphosis campaign across from the contributors page.

Bergdorf Goodman ran an ad page for its Incircle loyalty program, which features the

brightly colored Valentino rockstud bags.



Incircle ad in Bergdorf Goodman magazine

Content in the front of the book included a piece on gifting and a travel guide for Palm Springs, near where the magazine team shot the resort fashion spreads. For those staycationing, Bergdorf also provides a listing of events happening in its hometown of New York as well as inside its own store.

Fashion spreads fill the back of the magazine, starting with one showing off resort wear, including swimwear and printed apparel, in an eclectic environment.



Editorial in Bergdorf Goodman magazine

“Future Form” photographs minimalist attire on a model planted in a sparse geometric space.



Editorial in Bergdorf Goodman magazine

Bergdorf Goodman highlights its eveningwear options in “Idol,” set in a sparse desert.



Editorial in Bergdorf Goodman magazine

“Rock Show” features gemstone jewelry and watches from Pomellato and Stephen Webster, among others.

Another editorial captures airy apparel on a model frolicking in a field.



Editorial in Bergdorf Goodman magazine

Sunglasses get a spotlight at the back of the book with a dedicated spread, showing pieces from Fendi, Tom Ford and Roberto Cavalli.

All of the ads before the back cover were beauty marketers, including an effort for Guerlain's holiday collection.

"As the weather gets colder and people are getting less vitamin D from the sun, their skin becomes reflective of the changes and their current as well as potential clientele are sourcing viable solutions," Ms. Strum said. "This is an opportunity for beauty companies to swoop in and capture momentum."

Destination inspiration

Last year, New York department store Bergdorf Goodman featured the top tier of luxury brands in its magalog mailer that displayed the retailer's collection of resort wear.

Bergdorf's 168-page Resort Collections 2013 issue focused on women's apparel, accessories and beauty products for the upcoming season paired with editorial content and high-fashion photo shoots. Due to its release date being in close proximity to the holiday season, luxury marketers also placed ads that may appeal to female consumers looking for a gift for men in their lives ([see story](#)).

After the holidays, Bergdorf still tends to focus on destinations over discounts.

Bergdorf Goodman looked to shake off the winter blues by promoting resort collections that adhere to current fashion trends with a mobile advertisement on New York magazine's fashion-focused blog The Cut.

While other retailers aimed for post-holiday sales, Bergdorf choose to look ahead to the next fashion season, quickly shedding its winter theme. By not promoting an ongoing sale in the days after New Year's Day, Bergdorf is able to maintain allure by not slashing its prices ([see story](#)).

"The themes of resort vacations and Holiday actually work really well together this time of

year," Ms. Strum said. "This isn't the first time Bergdorf Goodman's has chosen to look ahead to next season to avoid post-holiday sales and keeping the allure of luxury momentum."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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