

INTERNET

## Bergdorf Goodman uses fashion influencers for holiday gift tips

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*Bergdorf Goodman at the holidays*

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By NANCY BUCKLEY

Department store Bergdorf Goodman is presenting its consumers with gift ideas through a social initiative that highlights suggestions and tips from 25 different individuals in the fashion industry.

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**Luxury Daily**

Designers, actors, artists, photographers and others offer their gift suggestions to consumers through the Bergdorf Goodman social pages. By presenting 25 options from trusted individuals in the fashion industry one day at a time, Bergdorf Goodman is encouraging consumers to continually return to its social pages over the holiday season.

“Brands that provide creative and themed opportunities for their Facebook fans to visit the page each day are usually the ones most successful in utilizing this social channels,” said John Casey, senior vice president of [Havas Public Relations](#), New York.

“The 25 Days of Gift Tips by leading designers is a smart way to weave in hot holiday shopping advice and products and also engage their fans and customers during the critical holiday season,” he said.

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

expert.


**Bergdorf Goodman** was unable to comment by press deadline.

### Suggestion posts


The social initiative kicked off on Dec. 1 with Christian Louboutin suggesting his own Top Vague shoe. Each day of the month, Bergdorf Goodman posts a different suggestion.

CHRISTIAN LOUBOUTIN  
DESIGNER

"THERE'S A VERY GOOD FRIEND OF MINE THAT I KNOW WILL LOVE THE TOP VAGUE SHOE. IT'S A BEAUTIFUL WHITE LACE LEATHER. I WANT TO GET HER AN EXTRAVAGANT EVENING SHOE THAT SHE WOULDN'T BUY FOR HERSELF."



CHRISTIAN LOUBOUTIN, (212) 872-8947



### *Christian Louboutin's tip*

Individuals such as Bergdorf Goodman's accessories director, designer Kelly Wearstler and photographer Adam Katz Sinding participated in the department store's gifting suggestions.



EMMY ROSSUM  
ACTRESS

"I LOVE THIS SET OF LALIQUE CHAMPAGNE FLUTES. I'LL GIFT THEM TO MY MOTHER AS SHE LOVES PROSECCO ON A SPECIAL OCCASION."



LALIQUE. BG.COM

### *Tip from Emmy Rossum*

Fashion icons Diane von Furstenberg and Thom Browne also participated suggesting, like Mr. Louboutin, items from their own collections.

The campaign is presented with an image of the individual and a quote about why they

chose the gift they did. Below their quote is an image of the gift idea.



### *Tweet for gift tip*

On Twitter the campaign is led through the hashtag #BGGiftTip and its assigned number. The designers and the brand are also tagged in the post with the image and quote.

The campaign parallels Bergdorf Goodman's holiday windows this year, where the store is paying homage to the arts.

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, much like this social initiative ([see story](#)).

### Celebrity influencers

Bergdorf Goodman's campaign focuses on the use of celebrities to market the campaign. Other luxury campaigns have shown similar efforts.

For instance, French fashion house Chanel took consumers inside its photo shoot with actress Kristen Stewart to satisfy the desire for insider access.

Chanel shared the highlights of the filming process for its Métiers d'Art Paris-Dallas collection campaign in a two-minute video. Consumers look to brands' social media for access to celebrities and events they would usually be left out of, and this video provided that look into the inner workings of the fashion brand ([see story](#)).

Sometimes, the face of a campaign should not depend on fame, but rather consumer and

brand relatability, according to panelists at ad:tech New York 2014 on Nov. 5.

Panelists for the “Influencer Marketing – Who Needs Celebrities?” session discussed brands exploring social media platforms to uncover the right influencers. Each speaker highlighted the best tactics brands can use to accomplish this ([see story](#)).

Incorporating celebrities into campaigns sparks the interest of not only Bergdorf Goodman consumers, but fans of the designer, actress, etc.

“The artists add celebrity and high visibility to the initiative,” Mr. Casey said. “In addition, the artists and designers are implicitly able to create brand awareness of their own through their involvement in the campaign during the crucial holiday sales period.”

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/ZMzEODYNMw8](https://www.youtube.com/embed/ZMzEODYNMw8)

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