

INTERNET

## Bergdorf Goodman uses Polyvore as vehicle for style success

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By RACHEL LAMB

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Polyvore members are being challenged to dress up Bergdorf Goodman's fashion director, Linda Fargo. Winners of the contest get flown to New York Fashion Week and win a \$2,500 gift card.

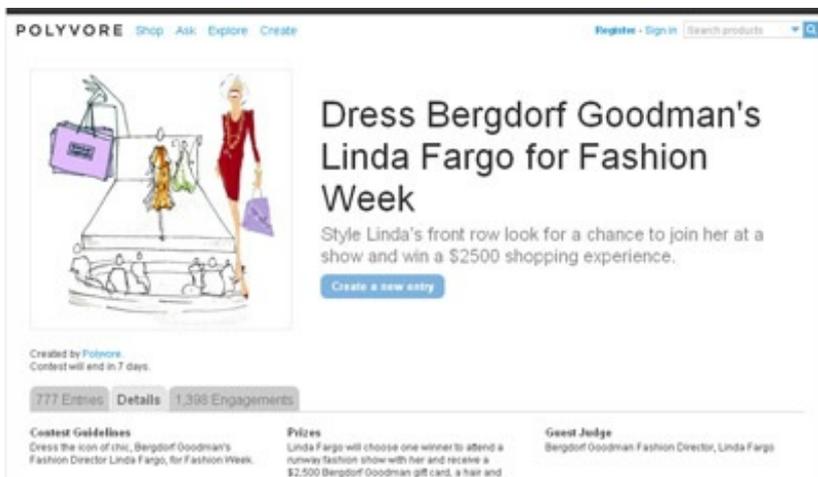
Contest participants can click and drag items from Ms. Fargo's own wardrobe to style the perfect outfit for her to attend shows during Fashion Week. The contest began Jan. 24 and will end Jan. 31.

"Bergdorf Goodman is one of the most socially savvy retailers today, and an ideal partner for Polyvore," said Katherine McClymonds, advertising director at [Polyvore](#), Mountain View, CA. "It actively engages today's and tomorrow's shopper through social channels such as Twitter, Facebook, Foursquare, their blog 5th/58th and the Polyvore site.

"The content they produce for social media is savvy and entertaining," she said.

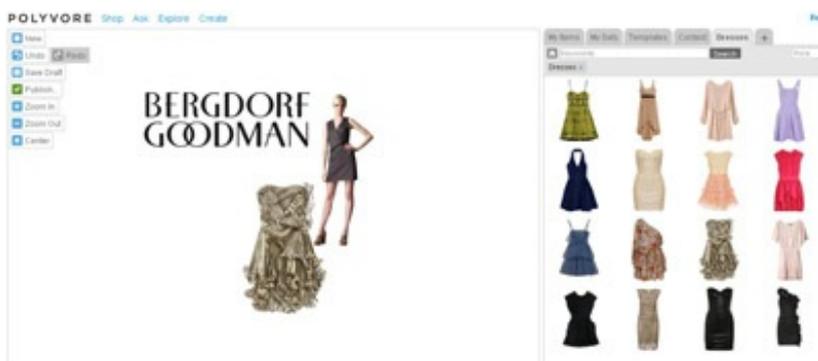
About the contest

Polyvore members can make sets of clothing, some of which are taken from Ms. Fargo's wardrobe, to give her the perfect look for Fashion Week in February.



*Contest details from the Polyvore Web site*

Consumers are to click and drag a selection of apparel and accessories featured on the Polyvore Web site.



*Screen grab of contest template*

Ms. Fargo will choose the winning set herself and will wear an outfit inspired by the choice to the show.

The winner will be flown to New York one day before the show, where they will have their hair done at John Barrett salon, receive a makeup session by Trish McEvoy artists and attend a private personal shopping experience at Bergdorf.

Bergdorf is promoting this initiative on its Facebook page, where participants can link their entries to the brand's feed. Users can also view contest details on the [Bergdorf's blog, 5th/58th](#).

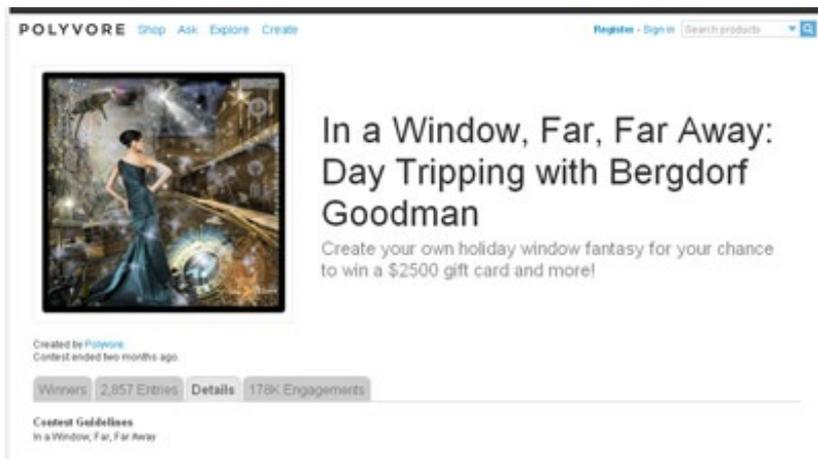
#### Past initiatives

This is Bergdorf's second contest on Polyvore.

The first had Polyvore users envisioning the retailer's holiday store-front windows by clicking and dragging models and other objects from a list on the Web site.

"Following the success of our November Holiday Window Challenge, we wanted to create a challenge that both inspired the Polyvore community and celebrated New York Fashion Week," said Mallory Andrews, senior vice president of sales promotion, marketing and public relations for Bergdorf Goodman, New York.

"It is important for us to engage with the fashion customer and community," she said. "Working with Polyvore for this challenge allows us to share the magic of the creation and unveiling of our holiday windows and the excitement in preparing for New York Fashion Week with new customers."



### *Bergdorf's first contest on Polyvore*

The contest had 2,857 entries and 1,485 participants. The winner of that challenge was chosen by Ms. Fargo, Bergdorf window designer David Hoey and Bergdorf tweeter @Bergdorfs, according to the Polyvore Web site.

Other luxury brands like Rebecca Minkoff have used Polyvore to help promote interaction between brand and consumer ([see story](#)).

"Bergdorf Goodman has taken a creative approach to making Polyvore's global community aware of two of their greatest assets, their holiday windows and their fashion director Linda Fargo, while promoting seasonal products available on bergdorfgoodman.com," Polyvore's Ms. McClymonds said. "This approach results in tremendous awareness for the store, their assets and their products."

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Final take

*The making of Bergdorf Goodman's holiday windows, featuring Linda Fargo and David Hoey*

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