

IN-STORE

Ladurée drives into Bloomingdale's for sweet pit stop

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Ladurée's French macarons

By STAFF REPORTS

Department store chain Bloomingdale's is offering consumers at its New York flagship a sweet treat from French patisserie Ladurée as they shop.

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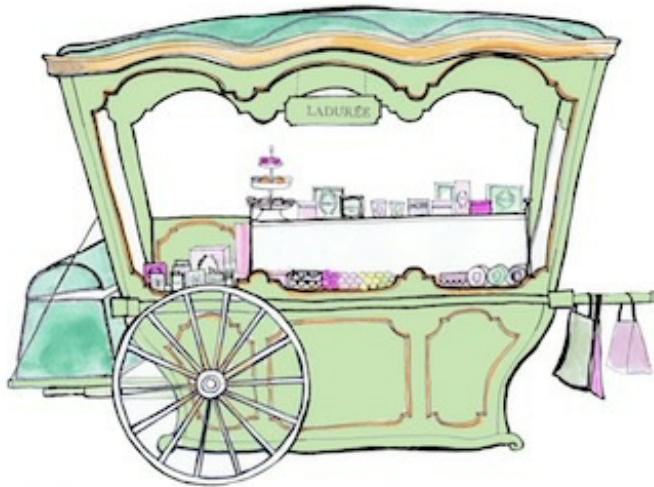
Through April 2, Ladurée, best known as the creator of the French macaron, has parked a full-sized carriage on the second floor of Bloomingdale's. Pop-up shops drive consumer interaction and more so when the area stands out among the store's daily selections and departments.

Sweets for my sweet

With Valentine's Day approaching this Saturday, consumers who shop at Bloomingdale's for the holiday or other reasons may stop by the Ladurée carriage as an impulse and last minute gifting.

Ladurée's carriage will offer a selection of chocolate, candles, small accessories as well as the patisserie's signature macarons. For those unfamiliar with Ladurée, the pop-up's introduction of its treats may drive foot traffic to its tea rooms on Madison Avenue and SoHo.

To attract consumers to the Ladurée pop-up, Bloomingdale's created an event posting on Facebook while the patisserie shared an illustration of the carriage parked on the retailer's second floor.



Ladurée carriage pop-up at Bloomingdale's

The patisserie has been tapped for unique collaborations with luxury brands in the past. For example, U.S. label Donna Karan celebrated its 30th anniversary with Ladurée with a special-edition box of macarons.

The special pastries were available during New York Fashion Week in September 2014 ([see story](#)).

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