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## Luxury department stores use fashion bloggers to attract consumers

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*Bergdorf Goodman in New York*

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By KAYSORIN

Department store chains are increasingly partnering with fashion bloggers to promote new initiatives and publicize their stores.

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Fashion bloggers often have a large degree of influence and many followers, making them the ideal spokespeople for high profile marketing campaigns and events. Retailers such as Bergdorf Goodman, Harrods and Bloomingdale's have recently partnered with a variety of bloggers to promote their products.

"Bloggers offer brands a new channel through which they can connect with their consumers, and they do that in a very authentic way," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "Essentially bloggers tell brand stories in their own voice and it resonates with the way consumers like to interact with brands today."

"Bloggers have the advantage of having some of the celebrity qualities – such as strong personal brand and loyal following, but they also have the distribution channels brands are looking for today. The entry point is much lower compared to celebrities and the results are often easier to quantify."

## Popularity contest

Department store Bergdorf Goodman asked five fashion bloggers from around the world to review its new collection of sneakers in collaboration with New Balance. Camille Charriere, Anh Sundstrom, Blair Eadie, Jane Aldridge and Tamu McPerhson each wore different pairs of the shoes around New York and wrote about their opinions for their blogs.



*Bloggers pose in the Bergdorf Goodman shoe lounge*

Using a wide-ranging selection of bloggers allows the store to connect with many different consumers. Each blogger has a different set of fans and a unique following, and by soliciting posts from various sources Bergdorf Goodman will be able to have access to all of them.

The girls were also photographed at an event at the Bergdorf Goodman store, where they celebrated the release of a new sneaker line. Events such as this allow the department store to connect with consumers and give off a more accessible vibe as they are working with real women as opposed to fashion insiders such as models or designers.



*Blogger Camille Charriere wears New Balance for Bergdorf Goodman sneakers*

British retailer Harrods took a similar approach when it worked with Jessie Bush of “We The People Style.” The popular blogger gave her opinion on the season’s latest trends and was photographed wearing pieces from various collections.

Harrods also posted links to the items Ms. Bush was photographed wearing in an attempt to encourage readers to purchase some of the products. Because readers often develop an emotional connection with the bloggers they follow, they are more likely to wear clothes that have been specifically endorsed by them.



*Jessie Bush poses in the latest trends for Harrods*

Bloomingdale's also took an opportunity to connect with the blogging community when it hosted an event with Aimee Song of "Song of Style." The department store gave Ms. Song's followers the opportunity to meet her, purchase a bracelet from her new jewelry collection and take a selfie that she would post on her Instagram account.

Ms. Song also wrote a number of posts about her favorite accessories that Bloomingdale's then published on its blog. She has 2 million followers, so this collaboration will likely bring a lot of publicity to the department store chain.



*Bloomingdale's advertised Aimee Song's posts on its Web site*

This is not the first time that Bloomingdale's has worked with a popular blogger to promote its products. The department store chain touted its expansive beauty department offerings with a spring/summer beauty guide that featured the style tips of blogger and

professional makeup artist Robin Black of "Beauty is Boring" ([see story](#)).

Harrods has also used this strategy in the past. For example, the British department store brought together eight fashion taste makers for a photo shoot in London as part of its first Digital Fashion Summit in 2014 ([see story](#)).

Using bloggers to promote new initiatives instead of celebrities allows brands to connect with consumers on a more intimate level. Followers often feel closer to bloggers because they perceive them as real people that they can relate to.

At the same time, the incredible number of followers that these bloggers have ensure that the brands do not miss out on any publicity.

## **Fashion forward**

This move towards using bloggers has been in the works for a long time. Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience ([see story](#)).

There are many advantages to working with bloggers, and brands like the department store chains mentioned above have begun to catch on to this. For brands navigating the digital landscape, partnering with bloggers and influencers can help reach intended audiences, according to panelists at Luxury Interactive 2014.

When collaborations are rooted in social elements such as a blogger's site, a brand is able to tell its narrative from a different angle while tapping into the influencer's established audience. Also, socially-driven blogger content focusing on a specific product or service is enhanced by the love and respect the influencer has for the brand ([see story](#)).

"We are only starting to realize the full potential of these collaborations," Ms. Ziv said. "The space is still pretty new, but based on the budget shifts we are seeing into the space by leading brands just in the past few months, the future of bloggers is bright and prosperous."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/g3fOlqMj19g>

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[May 27, 2015 at 5:29 am](#)

Fashion blogger is really a wise choice to attract consumers

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