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## Bergdorf cooks up recipe book awareness with Instagram tie-in

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*Bergdorf Goodman Cookbook*

By JEN KING

New York department store Bergdorf Goodman is asking consumers to show off their culinary skills to promote its branded cookbook.

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**Luxury Daily**

Along with recipes from “fashion friends” such as creative director of Marie Claire magazine Nina Garcia and beauty magante Bobbi Brown, the retailer has included its own dishes from its in-store restaurant into the Bergdorf Goodman Cookbook. By incorporating its connection to the fashion industry as well as highlight its own culinary offerings, Bergdorf is able to continue the in-store experience within the consumer’s home.

"Aligning with influencers in fashion under the outside interest of gastronomy creates an inherent link between those who love fashion, and those who love cooking," said Shamin Abas, president of [Shamin Abas Public Relations](#), New York. "Incorporating recipes from iconic figures such as Nina Garcia and Bobbi Brown communicates to existing fashion-conscious Bergdorf Goodman consumers that if they enjoy the products created by these designers, they will enjoy the recipes as well."

"Additionally, since cooking, and eating meals is generally regarded an intimate practice, including recipes from fashion influencers allows consumers to feel as though they know the designers on an personal level, thus furthering their emotional connection to the individual "fashion friends," as well as to Bergdorf Goodman brand as whole," she said.

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

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

BG eats

Published by Harper Colin the 208-page book includes a collection of 100 recipes alongside 40 full-color illustrations drawn by Konstantin Kakanias. Recipes include cocktails, starts, entrees and desserts as well as Bergdorf Goodman's signature dish, the Gotham salad.

With a foreword by editor at large of InStyle magazine Hal Rubenstein, the cookbook includes a number of recipes by members of the fashion community. These additions help Bergdorf Goodman further establish itself as an institute of the fashion community, and much more than a department store.



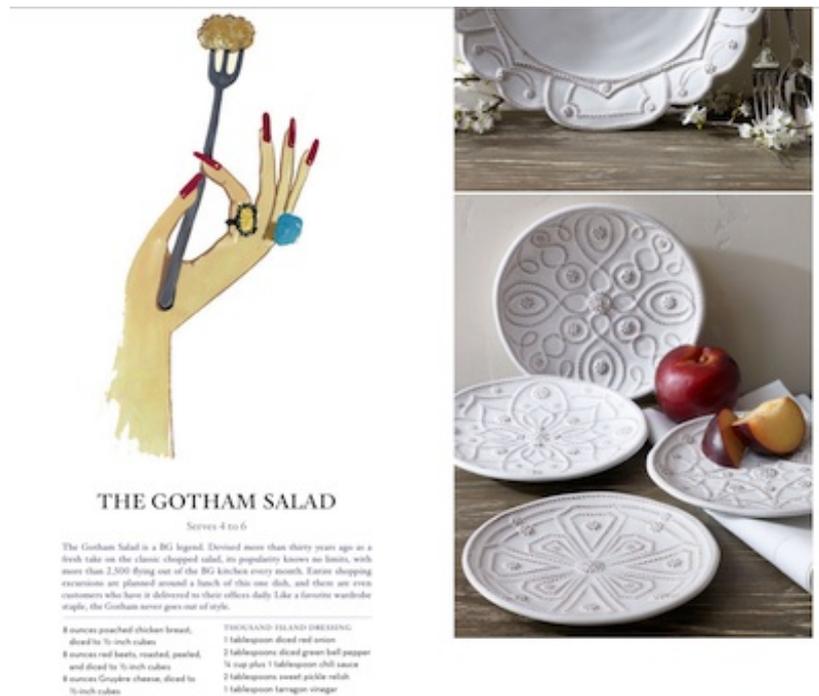
*Front and back cover of the Bergdorf Goodman Cookbook*

To give consumers a glimpse at the cookbook's content and to garner attention for the publication, Bergdorf Goodman added a post to its Tumblr account. Here, the consumer can browse page excerpts paired with finished dishes and touches such as the interior of the BG Restaurant and napkins embroidered with high heels and sunglasses.

Among illustrations pulled from the cookbook, Bergdorf Goodman shared a selection of recipes featured in the tome on the Tumblr. These include the in-house recipe for the Gotham salad and recipes by interior designer Kelly Wearstler, editor in chief of T: the New York Times Style magazine Deborah Needleman and fashion journalist Cathy Horn.

To increase awareness and share the included recipes, Bergdorf Goodman is hosting a

social media contest on Instagram, Facebook and Twitter.



### *Bergdorf Goodman's #BGEats Tumblr*

Bergdorf is encouraging consumers to “whip up” one of the four recipes featured on the retailer’s Tumblr account between March 24 and April 9. When plated, entries must be tagged with the hashtag #BGEats and uploaded to Instagram, Facebook or Twitter to be automatically entered.

"Instagram is an ideal platform for a social media contest surrounding gastronomy because it's so visually enticing. Photos have an unprecedented ability to provoke emotion and persuade target audiences without incorporating any evident marketing initiatives," Ms. Abas said. "Since food is a subject that is applicable to, and appreciated by the general public, photos of food have a particularly strong power to captivate, and inspire awe.

"Although they are abiding by guidelines, and participating in a strategic campaign, through capturing, editing and posting images of their own Bergdorf Goodman cookbook creations, contestants are able to thoroughly personalize a piece of the brand story, thus encouraging an emotional connection between the contestant and the Bergdorf Goodman brand," she said. "Uniting all entries under the hashtag #BGEats serves to raise awareness for both the cookbook and the BG Restaurant on a national scale.

"Although BG is staple dining location for discerning New Yorkers who are “in the know,” the social media campaign will leave luxury consumers across the U.S. eager to visit the restaurant."

One winner will be selected from the participant pool on April 9 and will be contacted via social media. The winner will win the Bergdorf Goodman Cookbook and a gift certificate for lunch for four at the BG Restaurant, valued at \$250.

The cookbook can be purchased for \$35 from the department store's ecommerce [Web](#)

site.

## Cooking luxury

Besides brand-backed restaurants and culinary offerings, brands and retailers have penned their own cookbooks to venture into the consumer's daily life.

For example, department store chain Neiman Marcus, which owns Bergdorf Goodman, is sharing its favorite, time-tested recipes with consumers in a new cookbook titled "Neiman Marcus Cooks."

The retailer's Zodiac restaurant opened in its Dallas flagship in 1953 and since then, Neiman Marcus has been synonymous with designer fashions, extravagant Christmas gifts and gastronomy. Just as in-store restaurants work to extend time spent in the store, a cookbook of a retailer's recipes will bring the dining experience into people's homes where a familial connection will be made ([see story](#)).

Designers are interjecting their own personas onto collections and brand happenings in new ways as well. For instance, Italian atelier Valentino's founder, Valentino Garavani, is inviting fashion and gastronomy enthusiasts into his five homes to taste his favorite recipes.

Published by Assouline, Valentino's "At the Emperor's Table" is a collection of recipes presented in various locations with elaborate table settings to show readers a side of the designer outside of his career in fashion. Coffee table books of this nature help to humanize a designer by underscoring personal interests that may be removed from what has made them an icon ([see story](#)).

Interacting with consumers through gastronomy, rather than a material purchase, crafts a much more personal connection.

"With more and more luxury brands turning to bespoke experiences, and lifestyle marketing to captivate their target audience, and create consumer loyalty, Bergdorf Goodman's cookbook and contest perpetuate the desired notion that that Bergdorf Goodman is much more than just a luxury department store," Ms. Abas said. "With the winner receiving the cookbook as well as a table for 4 in the coveted Bergdorf Goodman restaurant, the campaign serves to demonstrate the brand's values for refined cultural experiences and luxury goods that align with the quality of the products and brands offered in their stores.

"Offering an experience rather than just a product as the winning prize, again reinforces the idea that the Bergdorf Goodman's customer has an appreciation for the overall luxury lifestyle rather than for just tangible goods alone," she said.

## Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/fw9tfOx8e6Q>

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