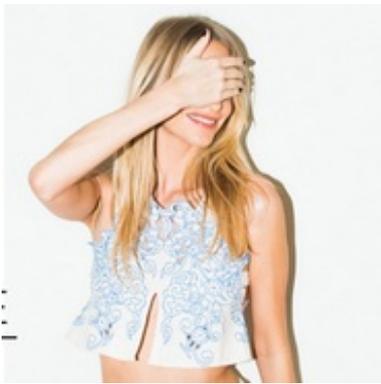


INTERNET

## Bloomingdale's explores influencer closets to inspire "envy"

May 1, 2015



*Poppy Delevigne for Closet Envy*

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By JOE MCCARTHY

Department store chain Bloomingdale's is delving into the closets of four "It-Girls" in collaboration with the blog The Coveteur to showcase a range of designers.

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The Coveteur takes its readers into the homes of personalities, to showcase favorite fashion and lifestyle pieces, usually from a variety of brands. The blog gives emerging or less-known designers a chance to reach a broader audience and illuminates the sheer variety and quality available to discerning consumers.

"These days retailers must create editorial content in order to participate in the online conversation. While creating their own original content might be a resource heavy task, partnering with other editorial entities and blogs is the winning strategy," Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"The brand gets original, rich content, product integration and an additional distribution channel," she said.

"This is the reason today so many retailers see their work with blogs and influencers as part of their core strategy."

Ms. Ziv is not affiliated with Bloomingdale's, but agreed to comment as an industry expert.

**Bloomingdale's** was unable to comment by press deadline.

Calling the shots

Bloomingdale's is a logical partner for The Coveteur as it routinely assembles collections and outfits from a range of designers and positions itself as the expert curator tying everything together.

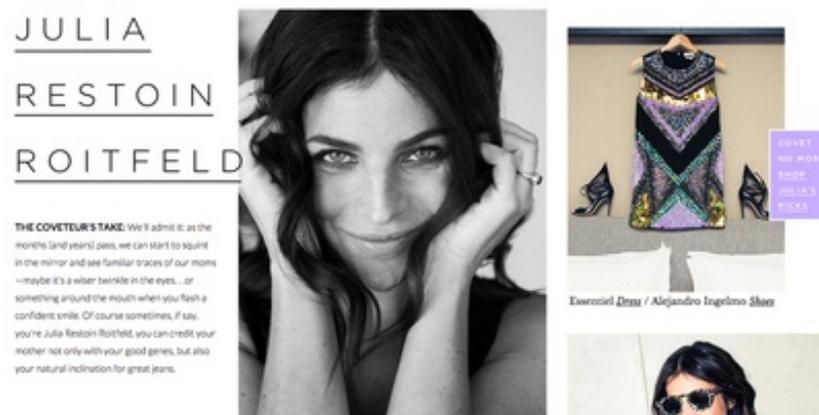
The "Closet Envy" series delves into the lives of four fashion influencers with distinct personalities and backgrounds.



*Bloomingdale's "Closet Envy" with The Coveteur*

Julia Roitfeld is the first influencer profiled, and her fashion prowess is partly a result of growing up with the former model and Vogue Paris editor-in-chief Carine Roitfeld as her mother. Ms. Roitfeld is also the creative director and founder of Romy & The Bunnies, a Web site for new and expecting moms.

As consumers scroll through the page, a profile of Ms. Roitfeld's personality and preferences emerges.



*Julia Restoin Roitfeld for Closet Envy*

Consumers can scroll down and browse various items that can be found in Ms. Roitfeld's closet. Some of the pieces she models, and others appear against a background of Ms.

Roitfeld's home, giving a glimpse into her interests.

In a short video, Ms. Roitfeld describes her go-to outfit, her fashion motto – "learn what fits you" – and her beauty secrets as she walks around her house.

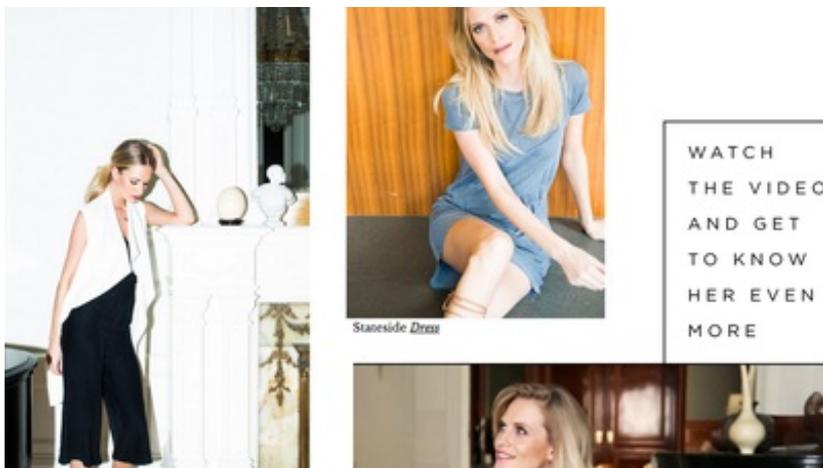


*Julia Restoin Roitfeld in a Burberry dress & jacket*

Some brands featured in her closet are Hugo Boss, Nanette Lepore, The Kooples, Rebecca Taylor, Clover Canyon and Rebecca Minkoff.

At any point, consumers can click on a blue tab that reads "Covet no more: shop Julia's closet" if an item strikes their interest.

Poppy Delevigne, model and sister of Cara Delevigne, is the next influencer featured.



*Ms. Delevigne for Closet Envy*

Brands featured in Ms. Delevigne's profile include Free People, Equipment, Sergio Rossi, Whistles, Splendid, Marc by Marc Jacobs and Amanda Uprichard.



Amanda Uprichard *Jumpsuit*

*Ms. Delevigne for Closet Envy*

The other influencers are the gallerist Andy Potamkin and the writer and editor Sara Ruffin Costello.

The Web page can be viewed [here](#).

Italian fashion label Fendi also teamed up with blog The Coveteur to showcase the Fendi pieces stylist Elizabeth Stewart owns. The post likely stood out due to its Fendi-centric theme, showing the blog's fashion-minded audience that Fendi can constitute an entire wardrobe ([see story](#)).

Changing guard

The Internet has minimized the traditional power disparities of the fashion world by giving bloggers the chance to amass large audiences and sway opinion. Responding to the shifting paradigm, many brands seek to co-opt the momentum of adored influencers.

For example, precision-cut crystal maker Swarovski increased its global appeal through a month-long interactive partnership with four international fashion bloggers to show off the brand's jewelry collection for spring.

Swarovski's #SwarovskiLook initiative included tutorialized videos produced by the fashion bloggers, user-generated content on Instagram and a contest. Over the four weeks of the digital competition, the participating fashion bloggers were each assigned a week to present content to keep the effort fresh ([sees story](#)).

As the role of social influencers has expanded over the past few years, brands have developed sophisticated methods of vetting potential partnerships, according to panelists at a session at ad:tech San Francisco 2014.

Panelists of the "Inside the Mind of a Social Influencer" session stressed that the key to harnessing a successful social influencer is understanding that a partnership rather than a one-sided recruitment is taking place. Indeed, social influencers often vet brands to a degree tantamount to how brands vet them ([see story](#)).

"'Closet Envy' is a perfect fit for a series, which could become associated with the Bloomingdale's brand," Ms. Ziv said.

"Long-term ongoing content strategy has a greater pay off and could be used as a way to bring consumers in, regardless of the season or their shopping needs," she said.

Final Take

*Joe McCarthy, staff reporter on Luxury Daily, New York*

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