

INTERNET

## Bergdorf Goodman goes to the dogs for social campaign

May 18, 2015



*Photo from Bergdorf Goodman #Barkdorfs*

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By STAFF REPORTS

New York-based department store Bergdorf Goodman is combining “puppies and purses” with an online feature touting designer bags.

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For #Barkdorfs, the retailer collaborated with PurseBlog to capture pooches modeling different styles from the likes of Fendi and Chloé. These photos stand out from other fashion content on social media, due to their sense of humor and adorable stars.

### Puppy approval

As of press time, Bergdorf Goodman has shared its Barkdorfs photos on both Facebook and Instagram.

Each photo comes with a caption that plays off the dog’s personality and the scene.

For instance, next to Milly, who poses with a Ralph Lauren bucket bag with her eyes closed and her head resting on one paw, Bergdorf Goodman tells the reader that the handbag may be the cure for their—and Milly’s—“Monday blues.”

Are you feeling the Monday blues like our #Barkdorfs pal, Milly? No

worries—you'll look great with this trusty Ralph Lauren bucket bag for the perfect start to the week! (<http://brgdf.co/BzZc9k>)

Posted by [Bergdorf Goodman](#) on [Monday, May 18, 2015](#)

Another caption gives a pup a voice, as it asks about a Valentino striped top handle, "Oh can I please have it? It matches me perfectly!"

Other photos show larger breeds sporting crossbody bags or toys sitting inside a satchel or tote with just their head visible.

Each of the captions includes a link to the retailer's ecommerce page. These are placed without a direct call-to-action.

Pet-centered campaigns have become a trend among luxury fashion houses.

For instance, Italian apparel and accessories label Tod's extended its user-generated content Dots of Life campaign to include man's best friend ([see story](#)).

For April Fool's Day, department store chain Barneys New York spun its "Locked in Barneys" series, where creatives and celebrities visit the store after hours, for the jokester's holiday as being "Licked in Barneys." In a social video, Barneys showed off its footwear department with the help from a pack of stylish pups and the retailer's creative ambassador-at-large Simon Doonan ([see story](#)).

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