

IN-STORE

Bergdorf Goodman aids shopping sprees with The Mark partnership

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Bergdorf Goodman in New York

By STAFF REPORTS

Department store Bergdorf Goodman is teaming up with New York's The Mark Hotel to provide its guests with an exclusive shopping experience this summer.

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For "The Mark Bergdorf Goodman Express," the hotel will have pedicabs on hand to shuttle consumers and their purchases to and from the retailer's store free of charge. This renewed strategic partnership between two New York institutions makes shopping tourism simpler, as consumers do not have to worry about hauling their finds back to their room.

Shopping spree

For this offer, available from June 1 through September, The Mark's suite guests will be given \$500 to spend at Bergdorf Goodman. They can also partake in a complimentary facial at the store.

All guests will be eligible for preferential booking through the hotel's concierge for beauty appointments, and they can also take advantage of complimentary personal styling and shopping services. In addition, they may shop before or after store hours.

Easing a shopping spree, consumers can send some of their bags back to their hotel room

as they keep shopping with their hands free.

Bergdorf Goodman's parent Neiman Marcus has also partnered with a hotel to facilitate a fashionable travel experience.

The St. Regis Washington has partnered with retailer Neiman Marcus to offer guests a bespoke closet and personal shopping experience during their stay.

When traveling, affluent consumers seek out unique experiences ranging from branded shopping excursions to exotic tasting menus organized by the property at which they are staying. St. Regis' partnership with The Neiman Marcus Closet will allow the hotel to cater to the interests of its affluent guests ([see story](#)).

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