

INTERNET

## Bloomingdale's plans ahead of time with Father's Day gift guide

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*Henrik Lundqvist featured in the Bloomingdale's gift guide*

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By STAFF REPORTS

Department store chain Bloomingdale's is helping consumers prepare for Father's Day celebrations with a gift guide on its Web site.

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Father's Day will take place on June 21st this year, and by introducing its gift guide weeks in advance Bloomingdale's is making it easy for consumers to get their shopping done ahead of time. Additionally, Bloomingdale's can connect with consumers who will appreciate being reminded of the holiday before it occurs.

### Paternal presents

The opening page of the gift guide, which appeared on Bloomingdale's homepage, features New York Rangers goalie Henrik Lundqvist holding his young daughter. The caption reads "Super Dad" and encourages consumers to read further and shop the lookbook.

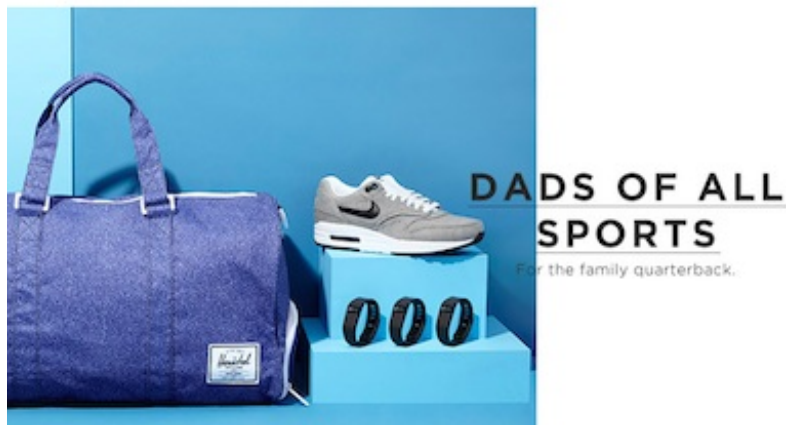
Bloomingdale's gift guide offers different ways for consumers to shop for their fathers, giving them the choice between shopping by price, shopping by personality or viewing the most popular gifts. Personality is divided into six different types of dads with specific gifts

for each type.

Types include “Dads of All Sports” with gifts of athletic gear and apparel, “Top-Shelf Dads” with food and beverage supplies, “First Class Dads” with travel accessories and more.

## SHOP BY **PERSONALITY**

According to our extensive research, there are six types of fathers—and they're all number one in our book.



*The guide includes gifts for dads who love sports*

Bloomingdale's is not the first department store to release its Father's Day gift guide early. A few weeks earlier Department store chain Saks Fifth Avenue provided fashionable inspiration for Father's Day gifting with a dedicated issue of its magazine featuring street style stars.

The edition of the retailer's magazine was centered on Italian menswear and included a photo spread created in partnership with the Italian Trade Commission based on Pitti Uomo, the menswear trade fair in Florence. Showing off the sartorially talented may prompt readers to upgrade their own or their father's style ([see story](#)).

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