

EVENTS/CAUSES

Charlotte Olympia injects bright colors into Bergdorf Goodman's shoe salon

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By ELIZABETH ZELESNY

NEW YORK- Luxury shoe designer Charlotte Olympia added a pop of color into Bergdorf Goodman's 5th Avenue store Feb. 15 with the launch of the brand's spring/summer collection.

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Affluent consumers flocked to Bergdorf Goodman to shop the latest collection and have purchases signed by Charlotte Olympia Dellal herself. Strapping young gentleman perused the event serving cocktails and hor d'oeuvres while consumers mingled and tried on shoes.

"The essence of the collection in general is nostalgic," said Charlotte Olympia Dellal, founder of Charlotte Olympia, New York. "I always incorporate color into my collection. For this particular one, we used exclusive in-house fruity prints."

The [Charlotte Olympia](#) collection is a newcomer to [Bergdorf Goodman](#). With only one store of its own, the luxury shoe designer is looking to grow and expand.

Charlotte Olympia is also carried by ecommerce Web site Net-A-Porter.

The collection was showcased on a round table with a fruit display in the center.

Consumers were able to get up close and personal with the heels, and Bergdorf Goodman

employees were eager to help with fittings.

Ms. Dellal draws on the glamour of Hollywood divas past with her sky-high, colorful creations.

Fruity collection

Climbing up the escalator, the Charlotte Olympia collection was front and center in Bergdorf Goodman's second floor shoe department. The shoes were strategically displayed around the table, giving consumers the ability to touch freely.



Display table at Bergdorf Goodman

The collection's towering heels hint old-Hollywood glamour while still feeling contemporary.

Gentlemen were passing out glasses of champagne to affluent consumers trying on the shoes.

Ms. Dellal's collection called "Blame it on Rio" is inspired by 40's and 50's old films. For this specific line, Ms. Dellal was inspired by the 1940s Brazilian pin-up star Carmen Miranda.



Event at Bergdorf Goodman

“I am part Brazilian,” Ms. Dellal said. “I’ve always wanted to have the essence of the heritage in a collection of mine.”

Ms. Dellal was circling the sales floor, discussing the collection with affluent consumers. She was even signing the bottom of the heels for shoppers, right above the brand’s iconic spider web trademark imprinted on the bottom.



Charlotte Olympia Dellal signing shoe

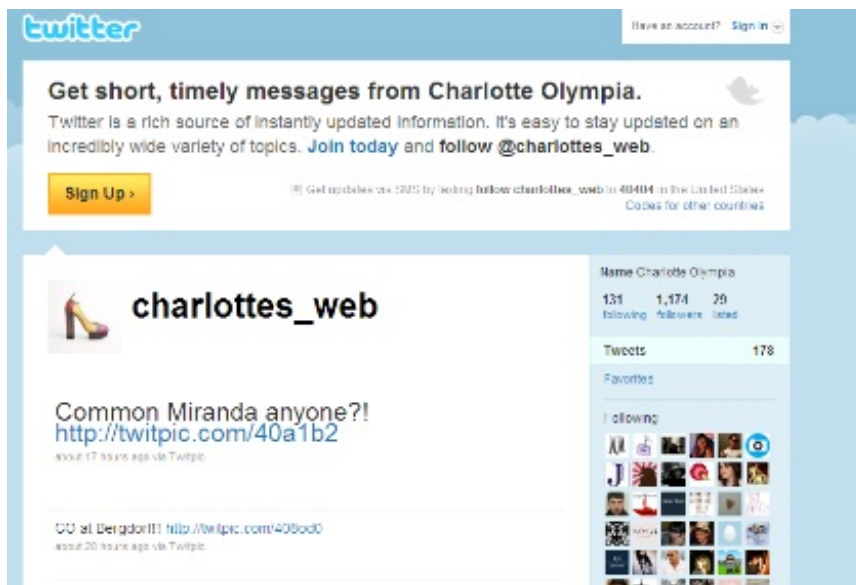
Ad campaign

In the past, Charlotte Olympia has promoted its upcoming collections with a dinner party and a short film titled “To die for.”

This year, the luxury brand has decided to venture into the world of film once again with a Agatha Christie-inspired movie to showcase its fall collection.

The short film will be launched on Feb. 22 and will be featured exclusively on Style.com.

The luxury brand implement social media accounts, such as **Twitter** and **Facebook** to promote the brand.



Charlotte Olympia's Twitter page

Charlotte Olympia chose to market the spring/summer collection with a traditional lookbook and postcards, both of which were available to browse at Bergdorf Goodman.

“I like to have my marketing go hand-in-hand with my collections,” Ms. Dellal said. “We decided to go the traditional route in terms of marketing this season.”

Final take

Charlotte Olympia event at Bergdorf Goodman