

IN-STORE

Bloomingdale's "serves" up sweets with Sugarpova pop-up

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Maria Sharapova for her candy brand, Sugarpova

By STAFF REPORTS

Department store chain Bloomingdale's is handing over control of its Facebook account to tennis player Maria Sharapova.

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Ms. Sharapova, also a brand ambassador for Swiss watchmaker Tag Heuer, is collaborating with Bloomingdale's to promote her range of candies, Sugarpova. A social media takeover can inject personality into an otherwise routine social presence and is likely to streamline the individual's audience to the brand's happenings.

Tennis-star takeover

On Aug. 22, Ms. Sharapova announced that she will be taking over the Bloomingdale's Facebook account in celebration of her #PovaPopUpNYC at the retailer's New York flagship.

In her introductory post, Ms. Sharapova shares that the pop-up candy store will be open Tuesday Aug. 25 where Sugarpova items, such as gum ball tennis balls and sour gummies in the shape of lips, will be available for sale. To increase foot traffic, the successful tennis player will also be in-store to sign autographs and take pictures with fans within the

Bloomingdale's pop-up.

A second post on Aug. 23 shows Ms. Sharapova on the beach with a gummy sea turtle candy portraying pouty lips. Text reads, "With summer drawing to a close, it's time to get off the beach!" and is accompanied by the details of Ms. Sharapova's in-store visit at Bloomingdale's.

Hi everyone! This is Maria Sharapova – I'm so excited to take over #Bloomingdales Facebook in celebration of my upcoming...

Posted by [Bloomingdale's](#) on [Saturday, August 22, 2015](#)

On the Sugarpova Facebook account, a save the date was created to remind consumers of Ms. Sharapova's in-store visit.

This is not the first time Ms. Sharapova has positioned her candy brand through a third party retailer.

In 2013, New York-based department store Henri Bendel launched an accessories collection through a partnership with Ms. Sharapova in collaboration with her Sugarpova candy brand.

The retailer promoted the new accessories collection through an in-store event and digital promotions. By establishing a partnership with a well-known athlete, Henri Bendel may have converted tennis fans into brand enthusiasts ([see story](#)).

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