

MULTICHANNEL

Bloomingdale's uses fashion week as backdrop to promote exclusive designs

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Image from Bloomingdale's #100PercentBloomies campaign

By STAFF REPORTS

Department store chain Bloomingdale's is promoting the relationships it has with fashion labels through a social campaign surrounding its 100 Percent Bloomies effort.

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The retailer's buying team took to the streets of New York during fashion week, using Snapchat and Instagram among other social platforms to highlight how some of the specially designed pieces can be worn. Letting consumers tag along during fashion week is an effective way to show the kind of brand access that a retailer can provide.

Social circle

Bloomingdale's unveiled its third 100 Percent Bloomies selection on social media right before fashion week began. This time, the retailer worked with more than 100 designers, including Diane von Furstenberg, Dior and Estée Lauder, on over 1,000 pieces exclusive to its store.

A campaign video for the initiative shows models out at an exclusive club, partying to the 1994 Crystal Waters hit "100% Pure Love." This shows models both getting ready and going out, as they lip sync, blow dry their hair, chat on the phone, pick and outfit and dance.

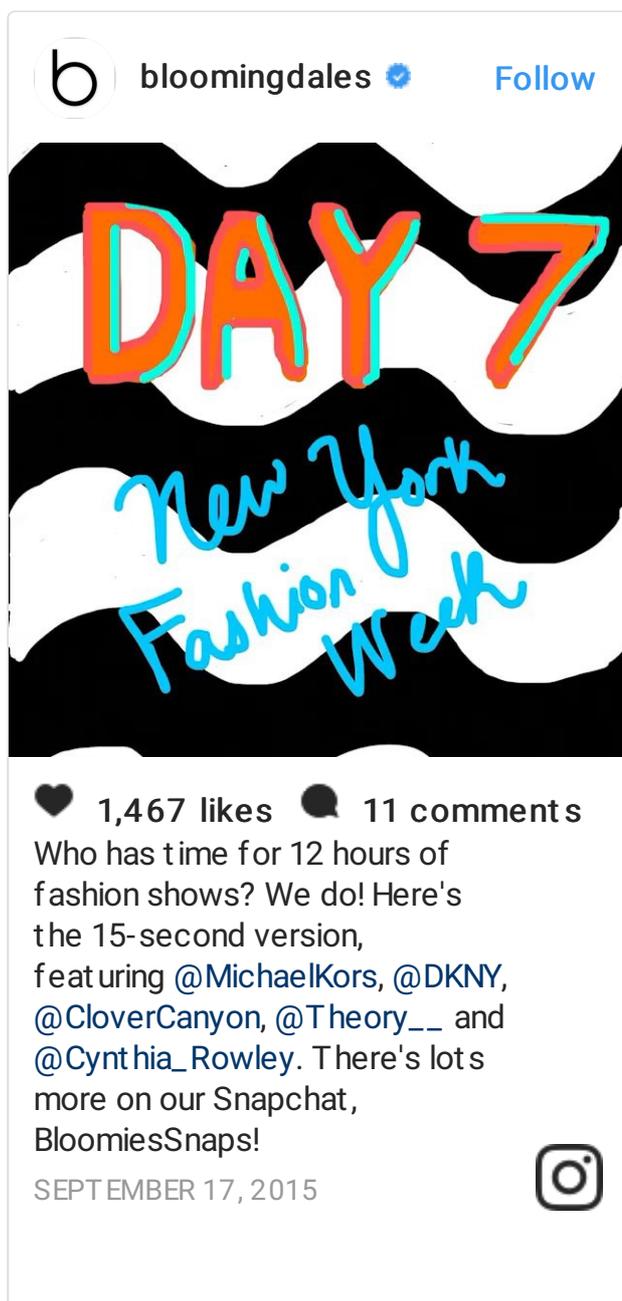
When it comes to designer collaborations, we go BIG — with over 1000 exclusives from over 100 designers. We call it #100PercentBloomies.

Posted by [Bloomingdale's](#) on [Tuesday, September 8, 2015](#)

In between clips of the talent, neon signs appear, with messages including “hot” and “chic.”

On a special hub of its Web site, consumers can explore extras, which heavily feature Sarah Jessica Parker, whose SJP line of shoes just launched at the retailer.

Bringing the 100 Percent Bloomies excitement outside of the store, the retailer documented its team’s travels during fashion week. Posts include pictures of employees modeling some of the exclusives, with product information included in the caption.



Other images shared via Snapchat, Instagram, Facebook and Twitter capture the

whirlwind of fashion week, from parties and runway shows to designers themselves.

Earlier this year, Bloomingdale's got consumers moving with a specially choreographed dance to celebrate the launch of exclusive collections.

The 100 Percent Bloomies "B-Roll" was introduced via a social video and Web tutorial, and consumers were encouraged to learn the dance and share their own video. This video allowed Bloomingdale's to subtly show off its exclusive fashions in a memorable way ([see story](#)).

Similarly, this social media campaign makes 100 Percent Bloomies about more than just the merchandise.

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