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Bergdorf Goodman gets aspirational attention from Ellen DeGeneres collection

September 28, 2015



Ellen DeGeneres filmed for her television show inside Bergdorf Goodman's windows

By SARAH JONES

Department store Bergdorf Goodman is appealing to a larger consumer audience with the introduction of Ellen DeGeneres' lifestyle collection ED to its salesfloor.

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Available for a limited time online and in-store, ED features apparel, home furnishings and shoes that mirror the comedian's personal style, with prices starting below \$50. While this accessible line may get more consumers into the store, is this the right move for a department store usually steeped in exclusivity?

"An Ellen DeGeneres line for Bergdorf's is an unexpected choice," said Rony Zeidan, president and creative director of [RO NY](#), New York. "It signals a few things: reaching a broader liberal audience for one, and testing the grounds of a TV personality in clothing.

"It's very New York centric and indicative of a different vibe in womenswear inspired by menswear."

Mr. Zeidan is not affiliated with Bergdorf Goodman, but agreed to comment as an

industry expert.

Bergdorf Goodman did not respond by press deadline.

Funny lady

Ms. DeGeneres is a household name. Her eponymous television show has won numerous Daytime Emmys, and about 4 million viewers on average tune in daily.

This year, the performer added designer to her resume with the launch of a women's lifestyle label. After premiering online over the summer, ED has collaborated with Bergdorf Goodman to bring a special collection to their consumers.



Tweet from Ellen DeGeneres

During fashion week, a cocktail party at the retailer's Madison Avenue store kicked off the partnership. In attendance were television journalist Diane Sawyer, Justin Timberlake, Kim Kardashian and Kanye West.

A film on the homepage of ED's Web site takes consumers into the atmosphere in Bergdorf Goodman as guests mingled and explored the collection. A navigation menu item also details Ms. DeGeneres' trip to New York, including pictures inside the luxury retailer, and the event was captured on social media.

Embedded Video: <https://www.youtube.com/embed/TZ690QD3yHA>

Ellen in New York - Behind the Scenes at Bergdorf Goodman

Also during New York Fashion Week, the comedian filmed a segment for her daytime talk show, giving Bergdorf Goodman a shout out and air time when the footage appeared a few weeks later.

After tweeting at her almost 48 million followers to meet her in front of the store, a mob turned up for the filming.



Tweet from Ellen DeGeneres

Appearing from inside the window decorated to celebrate her line's launch, Ms. DeGeneres tells the screaming crowd that Bergdorf is carrying her collection. She brings out two contestants who are going to play "The Nudest Loser."

Beginning in full ED ensembles, the pair take turns answering trivia questions. When one is incorrect, they have to remove one article of clothing.

As the game goes along, Ms. DeGeneres chides the duo, for instance chastising one for not handling her coat neatly, saying "Fold that, that's my nicest jacket." She also jokes with the audience and dances with one of the women in the window with her.

Window shopping, the Ellen DeGeneres way. Watch this clip that's filmed right here on 5th and 58th in one of our #BGWindows!<http://ellentube.com/videos/0-513pqag7>

Posted by [Bergdorf Goodman](#) on [Thursday, September 24, 2015](#)

"Is TV personality based collections the new celebrity angle?" Mr. Zeidan said. "The story remains to be seen."

Affordable option

It can be a risky move for a luxury retailer to extend their product offerings into a more accessible price range.

Luxury ecommerce site Net-A-Porter.com carried select pieces from British fashion brand Peter Pilotto's lower-priced line it created for Target in 2014.

The Peter Pilotto for Target line hit Net-A-Porter Feb. 9, but the retailer began publicizing the collection through social media months ahead of time. With this collection retailing for a fraction of the cost of other Net-A-Porter merchandise, the online retailer was able to reach a more aspirational consumer base, but the move may have also diluted the Web site in the eyes of its core customers ([see story](#)).

This collection broke records for Net-A-Porter, according to [British Vogue](#), with one order per second for an hour after it went live.

Similarly, luxury retailers jumped on the bandwagon for the Kate Moss for Topshop collection to reach outside their typical consumer base.

Nordstrom, Net-A-Porter and Galeries Lafayette sold the off-price line beginning on April 30, 2014 and built buzz for weeks on social media and on their Web sites. Even though the collection may not have fit with their usual price points, the luxury status of these retailers remained intact since it was an isolated promotion ([see story](#)).

"The fit is unusual," Mr. Zeidan said. "Had it been a collection launched with Amazon Fashion or even Barneys, then the fit can be understood a bit more.

"Not sure what Bergdorf Goodman is attempting to do with this collection," he said. "It seems off brand from a traditional sense."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/HZ86gdxJnMk>

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