

IN-STORE

## Bergdorf Goodman creates dramatic window display tied to thriller flick

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*Image courtesy of "Crimson Peak"*

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By STAFF REPORTS

Retailer Bergdorf Goodman is bringing a cinematic touch to its New York store with a celebration of the release of "Crimson Peak."

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Working with Legendary and Universal Entertainment, Bergdorf Goodman is using the film's eerie plot as the inspiration for a window display launching Oct. 9. This initiative represents the largest film collaboration ever undertaken by Bergdorf Goodman.

Gothic glamour

Bergdorf Goodman's *Crimson Peak* windows will take up most of its facade on Fifth Avenue.

Incorporating original props and set pieces from the movie, the five panes reference key scenes, taking reference from the cinematic style of director Guillermo del Toro. David Hoey, senior director of visual presentation, worked with his team and designer Douglas Little to create a spooky feeling with long hallways, high ceilings and dark elevator shafts.

*Crimson Peak - Official Theatrical Trailer*

The supernatural thriller opening Oct. 16 stars Mia Wasikowska, Jessica Chastain, Tom Hiddleston, Charlie Hunnam and Jim Beaver.

"We were privileged to have the opportunity to build our windows around some extraordinary architectural elements and objects created for *Crimson Peak*," Mr. Hoey said. "We were inspired by the craftsmanship of these pieces and their haunting ability to transport us into the mysterious world the filmmaker created."

Furthering the storytelling are mannequins wearing fall looks from Marc Jacobs, Tom Ford, Valentino, Givenchy and J. Mendel.

Cinematic releases provide an opportunity for retailers to incorporate drama into their windows and store environments.

British department store chain Selfridges is celebrating the big-screen debut of children's book character Paddington Bear with an in-store exhibit and online content.

Selfridges' Paddington Curiosity Shop, located in The Concept Store at the retailer's Oxford Street flagship, hosts props from the film along with an edit of gifts and apparel inspired by the beloved bear. As part of Selfridges' Christmas celebration, this display will help the retailer reach consumers of all ages.

The takeover also provided a look at the window displays, which feature a larger-than-life jar of marmalade hovering over a golden taxi, spilling the food over the hood of the car. A figurine of Paddington stands next to the car, tipping his hat to passersby ([see story](#)).

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