

COMMERCE

## Dior tests footwear ecommerce with help from Bergdorf Goodman

November 17, 2015



*Dior Fusion sneaker*

By STAFF REPORTS

France's Christian Dior is easing into ecommerce through a partnership with New York-based department store Bergdorf Goodman.

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While Dior's merchandise, with the exception of its footwear, can be purchase via ecommerce through third party retailers, the house does not operate its own direct online channels for items other than entry-level goods. The partnership with Bergdorf Goodman fills the online void for Dior footwear.

If the shoe fits

As of Nov. 16, Bergdorf Goodman began selling Dior footwear, albeit for a limited-time. The partnership will only last until Dec. 31.

This limited-time offering presents Dior with a window to gauge consumer interest, while also boosting the appeal of Bergdorf Goodman's ecommerce channel during the holiday season.

On its Web site, Bergdorf Goodman will offer consumers 14 styles from the Dior cruise 2016 collection. Included in the curated selection is the Dior Fusion sneaker, the Dior Verso and Dior Flore heels and flats.

To promote the online exclusive, Bergdorf Goodman and Dior looked to fashion tastemakers to style a footwear edit. In a social video, fashion "It girls" such as ManRepeller's Leandra Medine, fashion editor Eva Chen, Aimee Song or Song of Style and fashion consultant and contributing editor for New York magazine's The Cut, Shiona Turini, show off their favorite pieces from the lineup available at Bergdorf Goodman.

The Dior and Bergdorf Goodman relationship with The Cut continued through the placement of banner and sidebar advertisements promoting the ecommerce exclusive. In the ads, the brands show off the shoes featured and notify consumers that "Dior shoes" are "exclusively online at BG.com."

# BERGDORF GOODMAN



**Dior** SHOES  
EXCLUSIVELY ONLINE  
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*Banner seen on The Cut for Dior footwear at Bergdorf Goodman*

A click-through lands on the department store's ecommerce page for the footwear collection. A top gallery shows off the styling contributed by the fashion influencers alongside stills of the included footwear.

Promotions continue on the Bergdorf Goodman Facebook page where the retailer has posted the craftsmanship video produced by Dior for its Fusion sneaker.

Dior produced the video in 2014 to assure consumers that its dedication to craftsmanship extends beyond its fashions and handbags. By showing consumers the work involved in its creation, the asking price for the sneaker is more justifiable after watching the artisan's labor from sketch to final product ([see story](#)).

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[Making of the Dior Fusion Sneaker](#) Press Play: creating the iconic Dior Fusion sneaker. Shop the Dior Shoe Collection exclusively on BG.com. See here: <http://brgdf.co/d2dNIV> | [#BGxDior](#)

Posted by [Bergdorf Goodman](#) on Monday, November 16, 2015