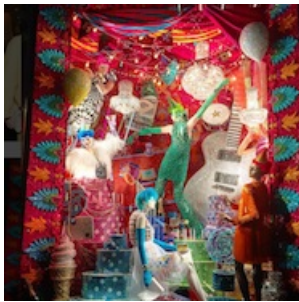


IN-STORE

Bergdorf Goodman brings sparkle to the holidays with help from Swarovski

November 17, 2015



Bergdorf Goodman holiday window from 2015

By STAFF REPORTS

New York department store Bergdorf Goodman is looking to dazzle passersby on Fifth Avenue with its holiday windows created in partnership with precision-cut crystal maker Swarovski.

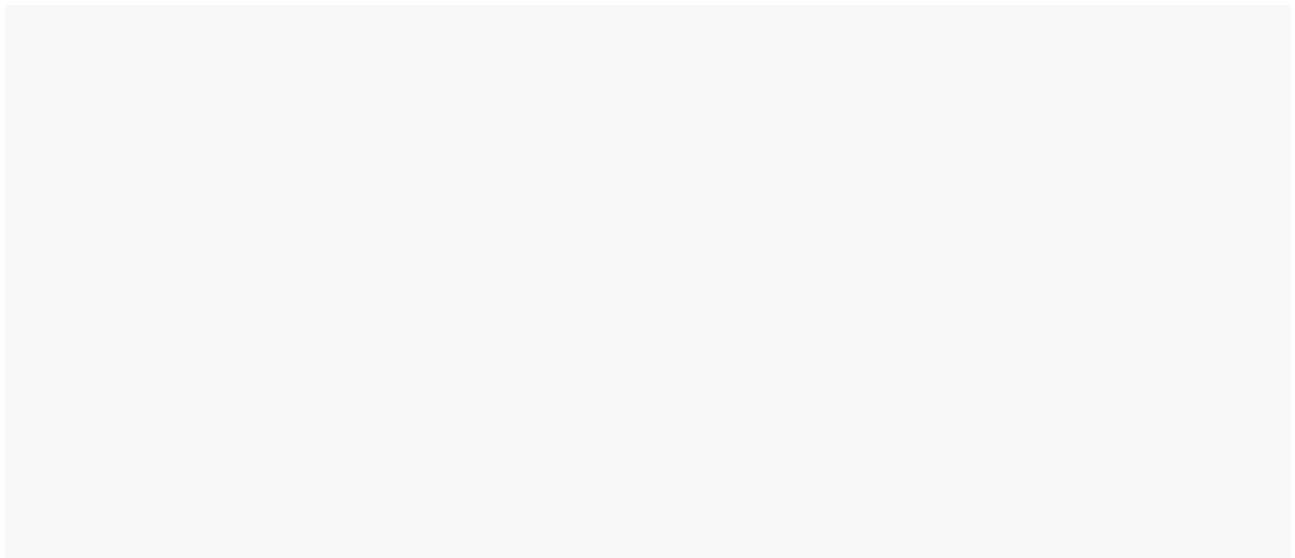
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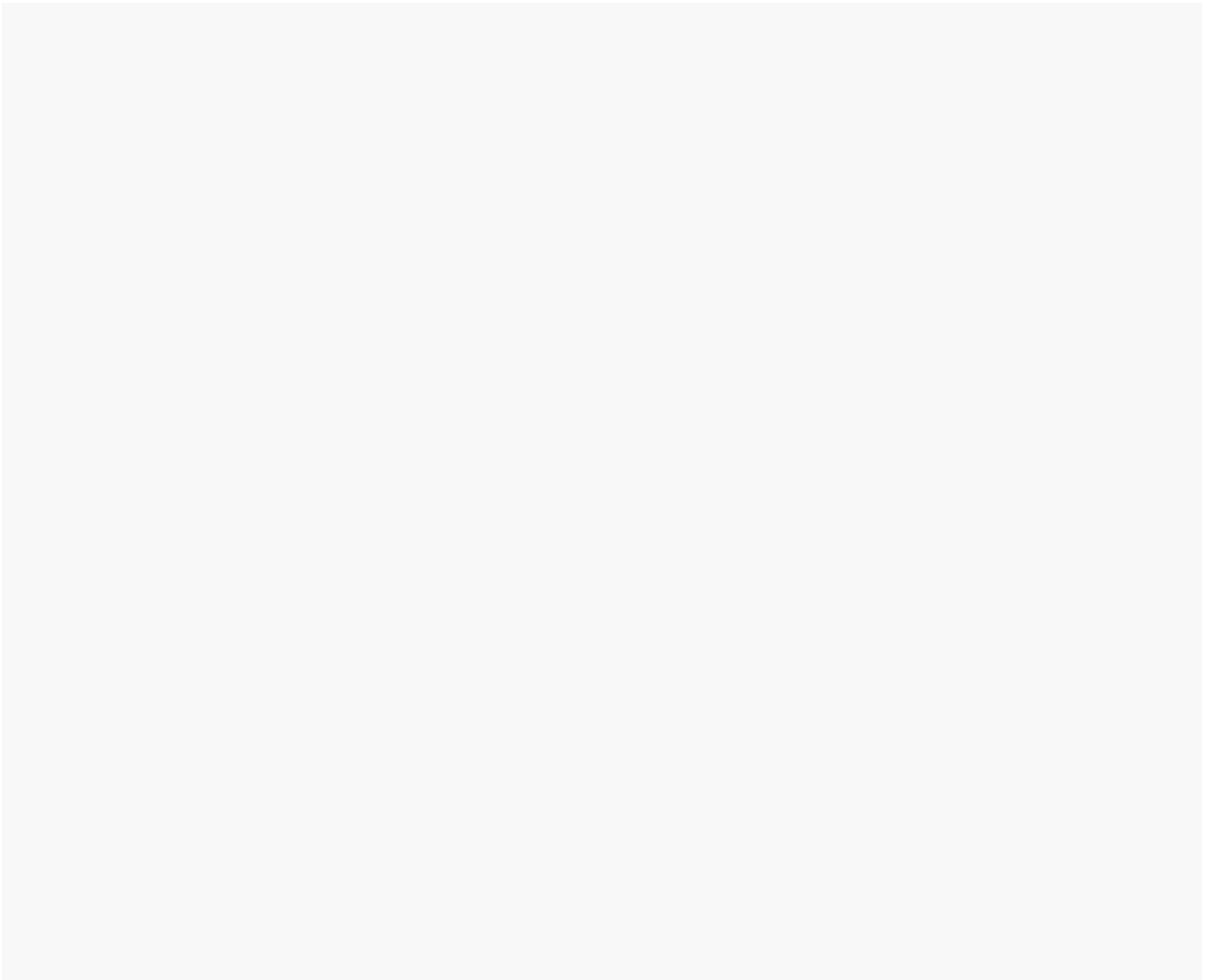
Paying tribute to Swarovski's 120th anniversary, the "Brilliant" display features clothing set against a bejeweled backdrop. With Swarovski's tree topper gracing the Rockefeller Christmas tree slightly downtown, this additional partnership with Bergdorf Goodman enables the brand to associate itself as a go-to for the holidays.

Crystal clear

Bergdorf Goodman's window displays are fantastical, pulling inspiration from the earthly and the otherworldly.

In one pane, a fortune teller sits across from a client, a bejeweled wheel spinning behind the pair to determine her fate, whether love, fortune, fame or other destinies.





A video posted by Bergdorf Goodman (@bergdorfs) on Nov 16, 2015 at 7:09pm PST

Another depicts a raucous party in which mannequins dance or lounge atop cakes and larger-than-life instruments and treats add to the festivities.

With its "The Crown Jewels" window, Bergdorf Goodman has launched a social contest on Instagram, asking consumers to guess how many Swarovski crystals were used to bring the pane to life. With just one day to enter, consumers who submit their guess in time are in the running for a \$1,000 gift card.



Instagram post from Bergdorf Goodman

Swarovski has been a natural choice for holiday collaborations, as its crystals lend a level of drama to a window display or in-store spectacular.

In 2011, Harrods showed an enchanted crystal forest in its windows, per the theme Crystal Christmas in partnership with Swarovski. Windows showed limited-edition Crystal Christmas products as well as window-exclusive items

such as clothing and jewelry.

In-store activities included the Swarovski Christmas Boutique on the ground floor and a Crystal Christmas area on each floor. There were also Swarovski events planned throughout the holiday season ([see story](#)).

Swarovski will be front and center during the lighting of the Rockefeller Christmas tree on Dec. 2. In addition to the star sitting atop the 78-foot-high evergreen, a replica of the 550-pound star will be on display in the plaza for consumers to view the craftsmanship that went into the tree topper.

The crystal brand has been the choice for Rockefeller Center's tree since 2004.

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