

IN-STORE

Bloomingdale's creates sensory "wonderland" for holiday windows

November 19, 2015



Bloomingdale's holiday window 2015

By STAFF REPORTS

Department store chain Bloomingdale's is taking consumers on a multi-sensory exploration of the season through its flagship window displays.

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Designed by Jeff Leatham, the windows feature classic winter figures recreated in his "rock and roll florist" aesthetic to reach consumers through sight, sound, scent, touch and taste. Going beyond the static display, Bloomingdale's has added layers of interactivity to surprise and delight.

Strike up the band

The window reveal began across the street from Bloomingdale's at the Bloomberg Beacon Court, where singer Sara Bareilles performed a couple of songs from the upcoming Broadway musical "Waitress," for which she was the composer and lyricist.

From there, the crowd moved to Lexington Avenue for the window reveal. The Patriot Brass Ensemble played a rousing set of classic and pop tunes dressed as toy soldiers before the curtains lifted on the holiday display.

Mr. Leatham, who is the artistic director of the Four Seasons Hotel George V in Paris, is well-known for his artistic floral displays. This plays into Bloomingdale's windows, which feature floral displays around mirrored sculptures.

In one pane, a gold metallic dog sits beneath a Christmas tree, its head wagging bag and forth.



Bloomingdale's holiday window

Another depicts a giant panther clutching a peppermint. Consumers are invited to taste for themselves with a candy dispenser placed outside the window.

For those who want their 15 seconds of fame, a penguin-themed window includes a touch screen-operated camera. Once clicked, the camera will automatically count down and snap a selfie of the person on the street, which is then featured in a screen within the window until the next pedestrian snaps a photo.



Bloomingdale's holiday window

Since most luxury retailers are flaunting their creativity along the broad thematic canvas of the holiday season, what exactly constitutes an outstanding, traffic-driving window display?

Christmas references, folk tales, high fashion, brand takeovers, mesmerizing juxtapositions and many more elements will find their way into the windows of luxury retailers this holiday season. Although from a macro view window displays can appear interchangeable, when up-close the attention to detail and increasing incorporation of technology convey distinct approaches ([see story](#)).