

INTERNET

Bergdorf Goodman strengthens social media strategy with Tumblr page

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By ELIZABETH ZELESNY

Luxury retailer Bergdorf Goodman is reaching out to its tech-savvy, visually-stimulated consumers via Tumblr, a free blog-hosting platform.

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Luxury Daily

Bergdorf Goodman's The Swipe invites users behind the scenes into the world of the retailer's visual and creative departments. The Swipe allows users to follow both teams around as they style and shoot models in Bergdorf Goodman's high-end apparel and accessories.

"Tumblr has value for luxury brands to reach affluent consumers thanks to its strong user base and unique functionality that enables visually rich content showcasing the true essence and intricacies of items that can be displayed online," said Daniel Rosenberg, a social media expert from Ann Arbor, MI. "Affluent consumers typically want something personal and unique and want to share that with their own social network.

"Therefore, Tumblr acts as the conduit to establish that type of relationship with a luxury brand and its affluent consumers," he said.

The Swipe currently follows creative directors Aidan Kemp and Jesper Lund on photo shoots in exotic locations.

The Bergdorf Goodman Tumblr page can be found at <http://bergdorfgoodman.tumblr.com/>.

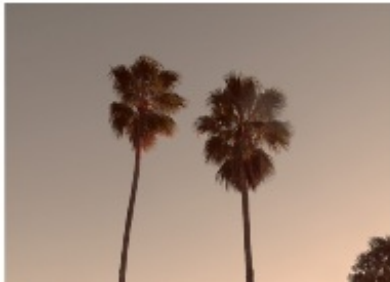
On Location

The Swipe captures candid moments of Mr. Kemp and Mr. Lund working in action.

The Web site features high-resolution images of photo shoots, ideas to emulate and the 625 Madison Bergdorf Goodman store itself.

THE
BERGDORF GOODMAN
SWIPE

ON LOCATION
INSPIRATION
625 MADISON
ARCHIVE
THE TEAM



Bergdorf Goodman's Tumblr homepage

The Bergdorf Goodman Swipe is divided into four categories: On Location, Inspiration, 625 Madison and Archive.

The on-location tab has exotic location shots of staff and models prepping for a photo shoot. Recently, the team ventured to Morocco and made sure to capture candid moments.

Bergdorf Goodman offers insight for users in the inspiration tab. It features numerous images of events that are happening in the store itself, and also things that are happening around the store.



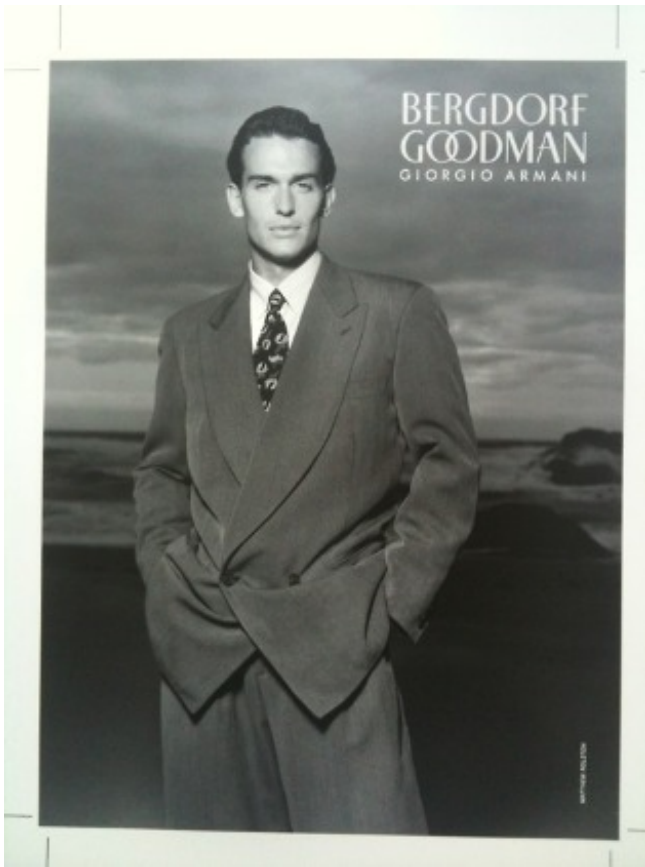
Bergdorf Goodman Morocco photo shoot

For example, there is a picture of luxury shoe designer Charlotte Olympia. The brand

launched its spring/summer collection at Bergdorf Goodman's 5th Avenue store ([see story](#)).

The 625 Madison lets users to view exclusive images of the store itself. Pictures of old advertising campaigns are showcased in this tab.

There is an image of a Giorgio Armani suit advertisement from the mid-80s.



Armani advertisement

Providing these past advertising campaigns enables Bergdorf Goodman to offer a more personal experience and it allows consumers to become connected with the brand.

The archive tab displays all of the images posted on the Tumblr page in a smaller size. It allows users to scan through the images in a timely manner and provides an easier way to search for a specific one.

"I believe Bergdorf's strategy is similar to that of Oscar de la Renta and Kate Spade among others that are very active on Tumblr and other social media platforms," Mr. Rosenberg said. "That strategy consists of maintaining the brand authenticity and consistency across all platforms in order to spread its message in a very viral and rapidly evolving space.

"Thus, Bergdorf's strategy will likely consist of adding Tumblr to the mix of its already existing social media activity," he said. "Tumblr, being its platform, focused on visually displaying crisp and elegant images while engaging with its customers."

Social media king

Bergdorf Goodman is strengthening its connection with luxury consumers by implementing social media into its marketing strategy.

The retailer tweets regularly on its [Twitter page](#), consistently updates consumers on its [Facebook](#) page and designed an official [blog](#) called 5th/58th.

Recently, Bergdorf Goodman tapped mobile social media to inspire loyalty among its affluent target demographic and drive foot traffic to its bricks-and-mortar locations ([see story](#)).

“The frequency of activity on Tumblr has been incredible. So for Bergdorf to succeed at reaching out to its consumers on Tumblr, it should focus on creating a strong community of followers on that are loyal, engaged in the content, and willing to spread the word about the Tumblr blog to their own networks,” Mr. Rosenberg said.

“The most important thing that any brand, especially a brand that focuses on fashion appeal to do on social media, is to come across authentic, personable and offer something unique,” he said.

Final take

Why luxury brands should use Tumblr