

INTERNET

## Bergdorf Goodman gives "sparkling" peek inside new jewelry salon

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*Linda Fargo of Bergdorf Goodman*

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By STAFF REPORTS

New York department store Bergdorf Goodman is taking consumers inside its recently renovated jewelry department with help from Linda Fargo.

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In a blog post, Ms. Fargo, the retailer's fashion director and senior vice president of visual presentation, gives consumers a sneak peek of the revamped space. Given Ms. Fargo's creative role in the renovations and the selection of pieces on display, she is a suitable ambassador for the jewelry department.

### A look inside

Bergdorf Goodman's post, published on its 5th/58th blog, explains that Ms. Fargo led the design team to renovate the store's jewelry department. Ms. Fargo's role also included helping hand-select the jewelry on display in the department's cases.

In a 14-part slideshow, Ms. Fargo wears an edit of pieces available for purchase in the jewelry department at Bergdorfs. Jewelry includes Paolo Castagli rings, Verdura earrings, de Grisogono earrings and ring, a suite by Faraone Mennella and other pieces by Boucheron, Yeprem and Lorraine Schwartz.

As the fashion director of Bergdorf, Ms. Fargo wears Fendi, Marc Jacobs, Valentino and Derek Lam. Besides showcasing jewelry and apparel, Bergdorf subtly showed off the decor and feel of the newly renovated jewelry department.



*Linda Fargo in Bergdorf Goodman's renovated jewelry salon*

The blog post is also shoppable, boasting pieces not included in the slideshow, but within the store's offerings.

As the most noticeable renovation to the department since the 1990s, Bergdorf celebrated the renovations through a one-off collection of jewelry.

For the collection, Bergdorf partnered with colored-gemstone miner Gemfields to create one-of-a-kind pieces using the latter brand's Mozambican rubies and Zambian emeralds. By creating an exclusive collection, Bergdorf's top consumers have the opportunity to have a piece commemorating the jewelry salon's redesign ([see story](#)).

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