

IN-STORE

Michael Kors, Altazarra look to Bergdorf as runway retail outlet

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Bergdorf Goodman

By STAFF REPORTS

New York-based department store Bergdorf Goodman is capitalizing on consumers' desire for instant gratification with its "Right from the Runway" events series.

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Beginning today, Bergdorf is inviting consumers to visit its store on set days to pre-order items seen during recent runway shows during New York Fashion Week. Consumers have expressed interest in being able to purchase runway pieces immediately, and many brands have developed ecommerce platforms to cater to this need, but an in-store component may sway interest even more.

Retail right now

Similar to online retailer Moda Operandi, which offers consumers pre-order sales soon after a presentation, Bergdorf Goodman is bringing this concept to the physical realm.

For Right from the Runway, Bergdorf Goodman is working with brands such as Altuzarra, Brandon Maxwell, Cushnie et Ochs, Jason Wu, Michael Kors, Monse, Prabal Gurung and Sally LaPointe, with many of the designers making a personal appearance. Consumers who visit Bergdorf Goodman will have the opportunity to shop from these brands' fall 2016 collection, just days after they were seen on the runway during New York Fashion Week.

In a statement given to [WWD](#), Joshua Schulman, president of Bergdorf Goodman and NMG International, said, "Everyone's talking about immediate gratification – so we've invited several of our designers to come to Bergdorf Goodman in the days immediately after the shows and let our customers touch and feel the collection and make their selections for the season ahead."



Michael Kors fall 2016 presentation during New York Fashion Week

Bergdorf Goodman's program for Right from the Runway begins with Brandon Maxwell's debut spring 2016 and fall 2016 collection on the fourth floor from noon to 4 p.m. on Feb. 18.

Later viewings include Jason Wu, Laura Kim and Fernando Garcia of Monse on the third floor of the department store Feb. 25. The third floor will also host Joseph Altuzarra, Michael Kors and Sally LaPointe on Feb. 26.

The last event of the series will occur on Feb. 29 with the collections of Carly Cushnie and Michelle et Ochs of Cushnie et Ochs and Prabal Gurung, also on the third floor.

Michael Kors, who presented Feb. 16, is taking the Right from the Runway concept a step further, similar to what Burberry, Tom Ford and others have done in recent weeks, by offering items seen during its presentation via ecommerce ([see story](#)).

The fashion label launched a capsule collection of handbags and footwear Feb. 17 on its Web site as well as its Michael Kors Collection boutique on New York's Madison Avenue. Additionally, the store will serve as an events venue to celebrate the Michael Kors fall 2016 line.

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