

RETAIL

Bloomingdale's adds depth to its windows ahead of Father's Day

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Bloomingdale's New York flagship

By STAFF REPORTS

Department store chain Bloomingdale's is showing fathers in a three-dimensional fashion through interactive displays at its New York flagship.

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Beginning May 26, Bloomingdale's will apply 3D wallpaper to its windows facing Lexington Avenue to celebrate "Dimensional Dads," part of the department store's push for Father's Day gifting. Interactive window displays is ideal to grab the attention of passersby who may have not planned a shopping excursion, but will be swayed to enter based on the street side experience.

Gifting in 3D

Four of Bloomingdale's windows have been dedicated for Father's Day, highlighting gifting ideas for specific types of dads. Bloomingdale's has summarized dads into "Rad Dad," "Athletic Dad," "Tech Dad" and the "Jet Set Dad."

The gifts curated for the four displays range from fashion and accessories to tech and travel must-haves, helping consumers to narrow down their options to best suit their father's taste. Items selected include a Polaroid camera, merchandise from Broadway blockbuster Hamilton, a Tumi travel case and a limited-edition Popeye bottle of Jean Paul Gaultier cologne.

In addition to the product display, the windows along Lexington Avenue between 60th and 59th Street will feature a 3D wallpaper installation.



"Vikingr," DEEP 3D wallpaper by Nadia Shaheen

The wallpaper is made from **DEEP 3D** paper, a medium made of vivid layers that engages the eye over multiple planes, thus fraying the boundary between surface and sculptural space.

The DEEP 3D wallpaper seen in the four windows was created by Sarah Strauss, an architect and professor at Pratt Institute's interior design department. The prints used for the displays were created by alumni of the interior design department at Pratt Institute.

Passersby will have an opportunity to interact with 3D backdrops using complementary 3D glasses, adding depth and life to the wallpaper.

DEEP 3D Wallpaper

The use of 3D only scratches the surface of potential virtual and augmented reality holds for retailers.

As marketers begin to expand their storytelling initiatives beyond social media platforms, virtual reality will become more influential in advertising, although only certain sectors will make it a priority.

With major brands including Coca-Cola and McDonald's trying their hand at virtual reality in a bid to connect with younger consumers and leverage mobile in innovative ways, companies are sitting up and taking notice. Although the technology may not be well-suited to every brand, executives in the food, retail, automotive and hospitality industries could hit a marketing home run by taking advantage of inexpensive cardboard packaging and mobile apps to create a memorable augmented viewing experience ([see story](#)).

For instance, department store chain Saks Fifth Avenue wandered through a secret garden with the help of 360-degree virtual reality video.

Created in support of its 2016 Glam Gardens in-store and digital experience, the virtual reality video was intended to introduce consumers unable to attend the physical aspects of the initiative to the beauty brands offered by Saks. Marketers have begun implementing virtual reality aspects into campaigns to turn flat, 2D experiences into something much more immersive for consumers to enjoy and interact with ([see story](#)).