

RETAIL

Bergdorf Goodman heads south for fashion-forward travel diary

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Bergdorf Goodman's pre-fall 2016 magazine

By SARAH JONES

Department store Bergdorf Goodman is transporting consumers to Nashville, TN with the help of some local tastemakers.

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The pre-fall issue of the retailer's magazine features a cover spread shot in "Music City," with digital content further exploring the Tennessee town's vibe and must-sees. Since Bergdorf Goodman only has a physical store presence in New York, venturing to another United States destination for its magazine enables the retailer to extend its image as a national brand.

"Retailers are always trying to capture the essence and inspiration of their product lines," said Evan Magliocca, brand marketing manager at **Baesman**, Columbus, OH. "For marketers, the challenge is how to tell your product story to customers in a format that relates to their life."

"By shooting in Nashville, Bergdorf Goodman inspires their consumers and provides a product journey that relates to their aspirations," he said. "Shooting in Nashville is a smart idea, the amount of content they can develop can be used in so many channels including ecommerce, print, email, social and even stores."

Mr. Magliocca is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert.

Bergdorf Goodman was unable to comment directly before press deadline.

On location

Bergdorf Goodman's magazine, available both online and in print, features model Karen Elson on the cover posing next to a giant cowboy boot.

At the front of the book is an ad for the Nashville Convention & Visitors Corp., inviting readers to travel to Music City. This appeared among placements for fragrances from YSL Beauty and Clive Christian, getting consumers' attention before they reached the table of contents.



Nashville tourism board ad in Bergdorf Goodman's magazine

After filling local readers in on the happenings in New York this summer, discussing fashion trends and new launches, Bergdorf Goodman's magazine turns to Nashville.

An article opens the feature, featuring an interview with model Ms. Elson, an unlikely Nashville transplant who moved to the city in 2006 to follow her then-husband, musician Jack White. The model and recording artist lays out her favorite spots, including hotels, eateries and music venues.

Bergdorf Goodman also created a visual travel diary, filming Ms. Elson in her hometown wearing fashion from Gucci, Bottega Veneta, Roberto Cavalli and Marc Jacobs, among other designers.



Bergdorf Goodman's photo spread with Karen Elson

Within the 24-page spread, consumers are directed to a page of Bergdorf Goodman's Web site, where they can see more features from Music City.

Online, Bergdorf Goodman brings the shoot to life, sharing footage from its travels around town with Ms. Elson. From live music to record production, viewers can witness the reason for the city's nickname.

In another video, singer-songwriter Holly Williams talks viewers through the transition of Nashville from a small town feeling to a city. She lays out her favorite places to shop, eat or socialize.

On Location with Holly Williams In Nashville | Bergdorf Goodman Magazine | Ep. 21

After they get inspired, consumers can enter to win a trip to Nashville from the city's tourism board. The grand prize includes airfare, three nights at Omni Nashville Hotel, a Bergdorf Goodman gift card and a Music City Backstage Attraction Pass, which admits two to more than 30 venues and attractions.

"There's two ways the shoot helps Bergdorf Goodman even though the only store is in New York," Mr. Magliocca said. "First, it can really bring their Ecommerce experience to life. It's so hard as a consumer to connect with an ecommerce site, but Bergdorf has tried to make an emotional connection through the sights and sounds of Nashville which most likely tie back to the newest product lines.

"The second way is content," he said. "They now have a massive asset bank to utilize. Think about their Instagram feed, how visual email can be, even the store signage can now become more vibrant and inspiring to their consumer."

Destination department store

Bergdorf Goodman's magazines have previously featured collaborations designed to inspire beyond fashion.

Italian automaker Maserati reached out to New York department store Bergdorf Goodman's consumers through a fall men's fashion collaboration.

The retailer shot a series of editorial images for its September 2014 magazine in Modena, Italy, where the car brand's factory and headquarters are located. Making the comparison between automobile and apparel design will help to reinforce Maserati's place as an "icon of style" ([see story](#)).

With its affluent audience jet-setting around the globe, it makes sense for Bergdorf Goodman to share travel ideas.

The retailer helped its consumers plan for their trips to warmer locales with its resort magalog.

Bergdorf Goodman's 160-page mailer blended both resort fashions and holiday gift ideas, allowing consumers to turn to the store for a variety of needs for the winter season. For consumers who can't get away, the resort features will likely provide a respite from snowy weather ([see story](#)).

"It's all about connection and building brand loyalty," Mr. Magliocca said.

"As a customer, we connect with brands because we aspire to be what they represent," he said. "The Nashville content shows a moved-on edge with high creativity focused on the country music scene. That's going to connect with a lot of potential buyers.

"By adding additional content and topics that relate to the consumer, Bergdorf Goodman can really drive brand affinity that can turn into customer lifetime value."