

RETAIL

Bloomingdale's to host in-store fitness classes for annual Fashionable Fundraiser

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Image courtesy of Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is asking consumers to lace up their sneakers to support the work of nonprofit organization The Foundation for AIDS Research.

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For Bloomingdale's annual Fashionable Fundraiser, the retailer is tapping into the health and wellness trend by organizing a day of fitness and fashion at its stores Aug. 24 to benefit amfAR. Since purchase is not necessary to participate, consumers who do not normally shop Bloomingdale's may see the Fashionable Fundraiser as a reason to browse its offerings and get to know its charitable missions.

Fit fashion

To participate, consumers are encouraged to stop by their local Bloomingdale's on Wednesday, Aug. 24. Dropping by earns a consumer \$10 in bMoney, the retailer's in-store cash, and a day pass to Crunch Fitness when consumers workout with Bloomingdale's.

On the day of the event, Crunch Fitness will conduct its "Belly, Butt & Thighs Bootcamp" class at 2 p.m. and 4 p.m. ET, and "Yoga Body Sculpt" class at 3 p.m. and 5 p.m. in-store with Bloomingdale's consumers.

Consumers can earn \$10 in bMoney and a Crunch Fitness day pass on Saturday, Aug. 27 as well. On Saturday, consumers can also stand for a sketch in the season's latest athleisure, drawn by Bloomingdale's fashion illustrator.



Image courtesy of Bloomingdale's

As an additional incentive to shop on Aug. 24 and Aug. 27, Bloomingdale's is shaving 20 percent off purchases of \$300 or more made with the retailer's credit card. Consumers without a Bloomingdale's card will enjoy 15 percent off select items in-store and online.

In cities where Crunch Fitness does not have a presence, Bloomingdale's will provide consumers with a complimentary subscription to Crunch Live online classes instead of the day pass. Some Bloomingdale's stores, such as the Ala Moana, HI and Long Island malls, Roosevelt Field and Walt Whitman, for example, will have online demonstrations of the classes.

During last year's Fashionable Fundraiser consumers could contribute in a meaningful way through a small gesture by riding a stationary bike for one to three minutes.

Those who participated were given a \$10 bMoney card just for riding and were entered into a drawing for a Schwinn stationary bike or a \$1,000 gift card to the store and two tickets to the amfAR Inspiration Gala ([see story](#)).

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