

RETAIL

Bloomingdale's sets the stage for relaxation, entertainment in green room takeover

November 14, 2016



Music Box Theatre

By STAFF REPORTS

Department store chain Bloomingdale's is heading to Broadway with an interior design renovation in honor of new musical "Dear Evan Hansen."

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Prior to the show's premiere on Broadway on Nov. 14 at the Music Box Theatre, Bloomingdale's has transformed the Al Green room into the Blue Room, taking cues from the play's signature color. Open from Nov. 4 and up through the duration of the show's run, this space will give the retailer a presence among the cast, crew and their guests.

Curtain call

Bloomingdale's Blue Room creation was overseen by its director of store design Lisa Contreras, who took inspiration from the building's architecture. Partnering with furniture label Mitchell Gold + Bob Williams, the space has been given a new look that reflects the show.

Within the space, a relaxing, conversational vibe was created with chaise lounges, furry anseel chairs, ottomans and throw pillows.



Bloomingdale's Blue Room at Music Box Theatre

A blue striped accent wall mimics the shirt that main character Ben wears throughout the play, while the musical's "Waving Through a Window" number inspired the decorators to paint a window overlooking the stage dark blue.

The Blue Room will act as the social media hub of the show, as well as being used to entertain guests before and after performances.



Bloomingdale's Blue Room at Music Box Theatre

Bloomingdale's has also teamed up with Dear Evan Hansen to promote its charity initiative with the Child Mind Institute. Ben Platt, star of the musical, appears in a Times Square billboard posing with Bloomingdale's limited-edition Little Brown Bear, which benefits the nonprofit.



Interior designing gigs allow brands to become part of an event, reaching consumers in an engaging, organic way.

Toyota Corp.'s Lexus reached out to trendy New Yorkers through a sponsored backstage lounge during Downtown creative hub Made's fashion week in 2015.

The space was used by designers and their VIP guests for before and after events during the week of Feb. 12-18. An alternative to New York Fashion Week, Made features runway shows from both up-and-coming and quirky designers, giving Lexus a platform to reach younger, affluent consumers ([see story](#)).

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