

RETAIL

## Bergdorf Goodman decamps for imagined locales in holiday windows

November 16, 2016



*Bergdorf Goodman holiday window display from 2016*

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By STAFF REPORTS

New York department store Bergdorf Goodman is traveling to "Destination Extraordinary" with a holiday window display that takes its inspiration from nature.

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Up from Nov. 15, the retailer's windows in its Fifth Avenue flagship transport consumers to a series of lush settings with tableaus that range from icy to botanical. This theme may inspire wanderlust among passersby, as they eye the prospects of travel in some of the coldest months.

### Designer destination

Bergdorf Goodman's senior director of visual presentation David Hoey includes as his inspirations for this display Henri Rousseau paintings and New York's American Museum of Natural History.

"The windows are like magical realist versions of natural history museum dioramas," Mr. Hoey said.

The surrealist displays bring to life imagined locales with the help of hand-painted backdrops and animals featuring leaves, beads and dried flowers. The entire process of creating these scenes took six months.

Bergdorf Goodman's windows will be up until Jan. 2.

Last year, Bergdorf Goodman looked to dazzle passersby on Fifth Avenue with its holiday windows created in partnership with precision-cut crystal maker Swarovski.

Paying tribute to Swarovski's 120th anniversary, the "Brilliant" display featured clothing set against a bejeweled backdrop. With Swarovski's tree topper gracing the Rockefeller Christmas tree slightly downtown, this additional partnership with Bergdorf Goodman enabled the brand to associate itself as a go-to for the holidays ([see story](#)).