

RETAIL

Bergdorf Goodman styles holiday shopping trips

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Image courtesy of Bergdorf Goodman

By STAFF REPORTS

Department store Bergdorf Goodman is ensuring a quintessential New York holiday shopping experience for guests of boutique luxury hotel, The Quin.

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Bergdorf Goodman and The Quin already have an existing relationship, being that each of the hotel's guestroom is fitted with a "direct-dial" button for personal and seamless access to the famed New York retailer's stylists. For the holiday season, the brands are turning the in-room amenity into a full shopping experience.

Holiday shopping

The Quintessential BG Holiday Shopping Experience includes a two-night stay at a suite at The Quin, a Small Luxury Hotel of the World, on 57th Street and Sixth Avenue. Bergdorf is located just around the corner at 58th Street and Fifth Avenue.

The package includes daily breakfast for two at The Wayfarer and one afternoon tea spent at Bergdorf Goodman's BG Restaurant.

During the stay, guests are invited to attend a personal appointment with an expert member of Bergdorf Goodman's personal styling team. A \$200 gift card to the department store is also part of the package, as is a holiday keepsake ornament.



"The Quin and Bergdorf Goodman are so well aligned in offering unparalleled service, style and modern luxury," said Vincent Vienne, managing director of The Quin in a statement. "We've crafted a quintessentially New York holiday experience for our guests."

Available Nov. 15 through Dec. 30, the Quintessential BG Holiday Shopping Experience starts at \$1,000 per night.

Bergdorf's holiday window displays are a draw for visitors. This year theme was unveiled the day the shopping package was introduced.

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

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 ([see story](#)).

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