

RETAIL

Bergdorf Goodman style experts outfit Fifth Avenue windows for spring

February 7, 2017



Bergdorf Goodman's BG Style Experts window display; Photo by Ricky Zehavi

By STAFF REPORTS

For the first time, New York department store Bergdorf Goodman has let its sales associates decorate its famed window panes as a testament to their internationally recognized expertise.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bergdorf Goodman invited 25 of its sales associates, both from its men's and women's wear stores, to style its legendary windows. Part of "BG Style Experts," the department store's spring campaign, the effort also includes social media activations, in-store displays and editorialized content featured in Bergdorf Goodman magazine, in print and online.

Style on view

Bergdorf Goodman's BG Style Experts marks the first time the retailer has worked with its store associates in this capacity.

For the effort, Bergdorf tapped the stylish expertise of 15 women's store associates and 10 men's store employees. Each were asked to share their fashion philosophies alongside a favorite spring trend.

The philosophy-meets-trend concept graces both sets of Fifth Avenue windows, which were brought to life by Bergdorf Goodman's visual and windows team.

In addition, BG Style Experts will be conceptualized through pop-up installations found on various floors of Bergdorf Goodman and Bergdorf Goodman's men's store located across the street from its flagship.

The displays along Fifth Avenue and in-store will be up from Feb. 4-27.



BG Style Experts window display at Bergdorf Goodman; Photo by Ricky Zehavi

Online, BG Style Experts were interviewed in a style Q&A for Bergdorf Goodman magazine. Questions include "favorite style rule to break," "worst fashion faux pas," "can't live without" and "if you didn't work in fashion," among others.

Each featured sales associate's Q&A, accompanied by a fashion drawing headshot, is shoppable, offering favorite picks for spring.

BG Style Experts online content can be viewed [here](#), and a preview of the window displays can be found [here](#).

Bergdorf Goodman is world-famous for its holiday window display, making this sales associate collaboration a surefire way to lure passersby. Aside from the holiday shopping season, Bergdorf consistently finds ways to design elaborate, eye-catching window displays.

Back in 2014, Bergdorf Goodman previewed Sotheby's Contemporary Art Day Sale with a store window display of art mixed with apparel.

The displays featured work from the likes of Andy Warhol and Damien Hirst, and represented the first time the retailer used work of this scale in its windows ([see story](#)).