

RETAIL

Bergdorf Goodman opens up fashion director's closet via shop in shop

May 1, 2017



Linda Fargo captured for Bergdorf Goodman's magazine

By STAFF REPORTS

Department store Bergdorf Goodman is exploring the personal tastes of its senior vice president, women's fashion director and store presentation Linda Fargo in a new in-store space.

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

Linda's at Bergdorf Goodman, located on the retailer's fourth floor, will stock a highly curated selection of items picked by the executive. Known for her personality as well as her eclectic style, Ms. Fargo has become a fashion celebrity, something Bergdorf Goodman is leaning on for this new dedicated shop.

Personal picks

Ms. Fargo has been with Bergdorf Goodman since 1996. After being hired to oversee visuals, she was promoted twice to her current position, per [Time](#).

Beyond working behind-the-scenes guiding Bergdorf Goodman's buying decisions, the executive also serves as a face of the retail brand, appearing frequently at events and on the store's social media accounts ([see story](#)).

Ms. Fargo's personal Instagram account boasts more than 55,000 followers.

Now, Bergdorf Goodman is giving Ms. Fargo space to share what makes her personally tick. Linda's opened on April 29, featuring a mix of both new and vintage items across ready-to-wear, accessories, travel items, beauty, furniture and home dcor, food and art.

Introducing: Linda's At Bergdorf Goodman

Along with the curated items, Linda's will feature exclusive collaborations.

To celebrate the launch, Bergdorf Goodman designed a series of window displays featuring the personality's visage and some of her picks, including costumer Patricia Field's work with downtown artists to turn recycled clothing into canvases.



Bergdorf Goodman's shopping bag with art by Donald Robertson

Additionally, the store commissioned illustrator Donald Robertson to create a special version of its lavender shopping bag with Ms. Fargo's likeness.

"Bergdorf Goodman has always been my favorite closet, and now you can officially find my closet here," said Ms. Fargo in a statement.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.