

RETAIL

Bergdorf, ITC team to bring small Italian labels visibility

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Products tagged From Italy With Love at Bergdorf Goodman

By STAFF REPORTS

New York department store Bergdorf Goodman is helping small and under-the-radar Italian brands gain exposure with a multichannel activation.

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The retailer will leverage in-store visuals, digital content and dedicated email and social media pushes to promote the "From Italy With Love" program. To promote these lesser-known brands to its consumers in the United States, Bergdorf has teamed with the Italian Trade Commission (ITC).

Italian identity

The ITC works with other Italian government and private institutions to support smaller Made in Italy labels on the global stage. According to WWD, since 2015, the ITC and its partners have introduced approximately 200 Italian labels to the U.S. market.

For example, Bergdorf Goodman introduced both Fendi and Brunello Cucinelli to U.S. shoppers.

The From Italy With Love program, which is the unofficial name of the edit, began this month and will carry over through next year.

Brands categorized under the From Italy With Love banner include fashion and accessories by Attico, Faliero Sarti, Franco Ferrari, Simonetta Ravizza and Cutuli Cult. The edit also includes shoes by No. 21 and jewelers Antonini and Percossi Papi.



Palms obsessed. #TheAttico #PamelaMules / Pic @vitofernicola x @bergdorfs

A post shared by ATTICO (@the_attico) on May 24, 2017 at 3:35am PDT

Bergdorf Goodman's curated approach to retail is an ideal U.S. introduction point for brands looking to get noticed among discerning consumers.

Most recently, Bergdorf Goodman began to explore the personal tastes of its senior vice president, women's fashion director and store presentation, Linda Fargo in a new in-store space.

Linda's at Bergdorf Goodman, located on the retailer's fourth floor, stocks 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 ([see story](#)).

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