

RETAIL

Bergdorf Goodman explores personality's chic yet cheeky take on fashion

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Giovanna Battaglia Engelbert at Bergdorf Goodman. Image credit: Bergdorf Goodman

By STAFF REPORTS

Department store Bergdorf Goodman is tapping stylist, editor and consultant Giovanna Battaglia Engelbert's eye for fashion for a multichannel takeover.

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In honor of the launch of the personality's book "Gio_Graphy: Fun in the Wild World of Fashion," the retailer has teamed up with the author on a pop-up shop, window displays, events and exclusive merchandise. This collaboration, which evolved out of a mutual respect between store and stylist, has turned parts of the retailer into representations of Ms. Engelbert's personal style, allowing consumers to explore her take on fashion beyond print.

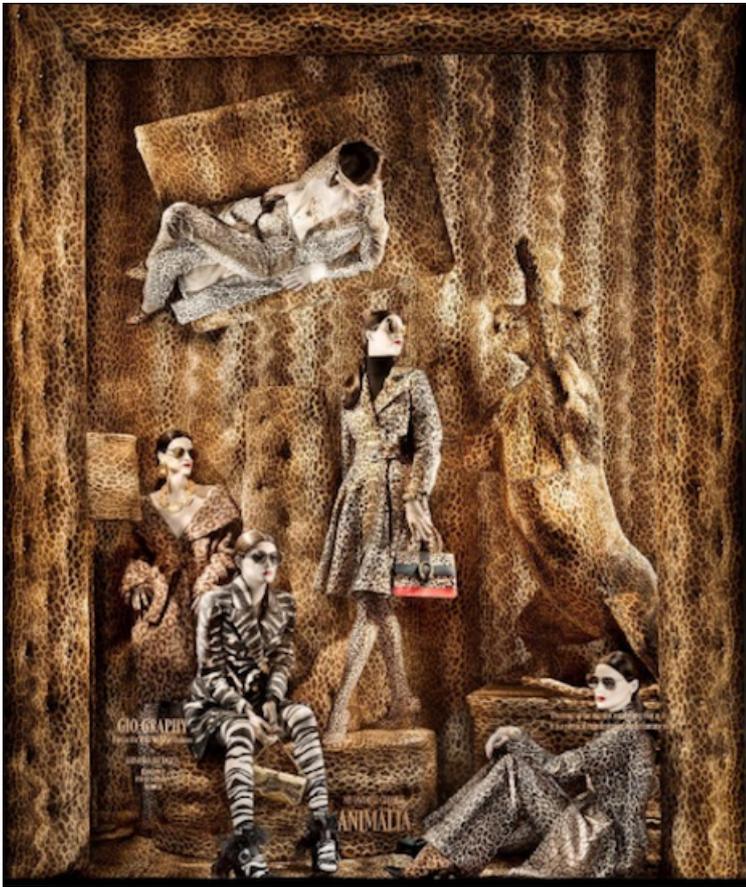
Editorial eye

Ms. Engelbert is the senior fashion editor at Vogue Japan and is also a contributing fashion editor at W magazine. The editor is sharing her perspective on the world and fashion in her first book, published by Rizzoli, which includes both anecdotes and advice.

Bergdorf Goodman's senior vice president, women's fashion director and store presentation Linda Fargo has wanted to work with Ms. Engelbert for some time, and took the book launch as an opportunity to collaborate.

"She makes chic' cheeky, and the most revered fashion her playground," Ms. Fargo said in a statement. "Secretly, I want to come back in my next life as Mia Gio, but for now, with Gio_Graphy I can get as close as possible to what it's like to take a fashionable riot of a ride through her irreverent life in her stylish pockets."

Kicking off the campaign was the debut of store window displays on Sept. 2 designed by Ms. Engelbert and David Hoey, Bergdorf Goodman's senior director for visual presentation. Inspired by a chapter in the book called "My favorite color is" the windows take a similarly broad approach to hues, featuring "colors" such as sparkle and rainbow.



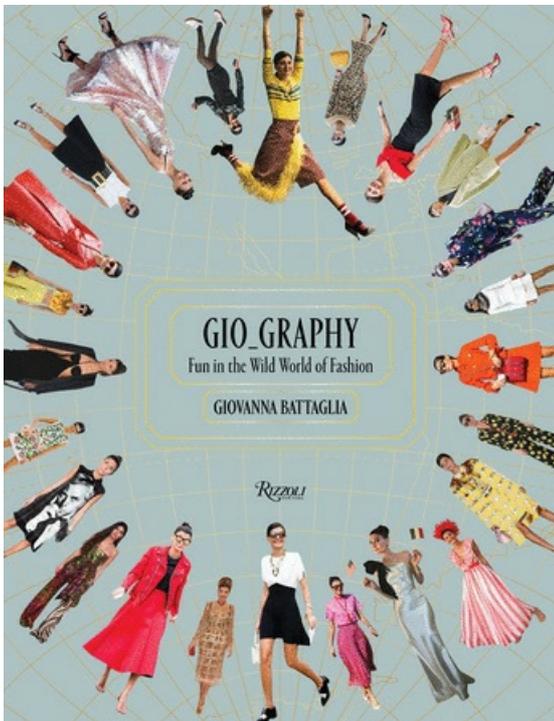
Window display at Bergdorf Goodman for its Giovanna Battaglia Engelbert takeover. Image credit: Bergdorf Goodman

This sparkle will be achieved with help from Swarovski crystals, while the windows also feature curated items from Bergdorf Goodman's sales floor. Also within the retailer's windows, Ms. Engelbert has selected pieces for Italian Trade Commission panes, with a corresponding edit featured on Bergdorf Goodman's Web site.

Inside the store, Ms. Engelbert is curating a pop-up shop around a similar colorful theme. Opened Sept. 1 on the third floor, the pop-up will be open until Sept. 25.

The editor has also created a collection of T-shirts for Bergdorf Goodman that share sayings such as "the power of red" and "more is more."

While the book that launched the campaign is not coming out until Oct. 31, Bergdorf Goodman shoppers can get their hands on a special edition during the campaign. The author will also host a book signing in-store on Sept. 9 from 2:30-4 p.m. on the third floor.



Cover of Gio_Graphy: Fun in the Wild World of Fashion. Image credit: Rizzoli

Bringing in curators can help bring a personal touch to retail.

Department store Bergdorf Goodman is exploring the personal tastes of Ms. Fargo in a new in-store space.

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 ([see story](#)).

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