

RETAIL

## Bloomingdale's blends appliances and awareness in LG windows

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*Bloomingdale's New York flagship. Image credit: Bloomingdale's*

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By STAFF REPORTS

Department store chain Bloomingdale's is linking with electronics label LG Signature for a window display that combines technology and fashion.

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The tech company's home appliances are being showcased in a series of rotating vignettes that aim to present not only their function and innovation but also the devices' design. While retailer windows typically center on fashion, technology affiliations are proving popular as consumers crave the latest gadgets.

### Window placement

LG Signature's windows display a number of its premium home devices, including a washer/dryer combo, a dishwasher, a refrigerator, oven range, air purifier and a television.

These appliances and gadgets are presented alongside Bloomingdale's campaign for Breast Cancer Awareness Month. As it has done in recent years, the retailer is partnering with illustrator Donald Robertson, commissioning special artwork for the cause, which will be featured on the outside of Bloomingdale's flagship.

The retailer's building on 59th Street and Lexington Avenue in New York is a top tourist destination in the city, allowing LG Signature to gain an audience with a significant number of passersby.

"We're dedicated to providing the luxury-seeking consumer with products that fit their lifestyle, and we want to be in the stores where they are seeking out sophisticated, premium products," said David VanderWaal, vice president of marketing for LG Electronics USA, in a statement. "Bloomingdale's is a quintessential name in fashion and luxury, and we were thrilled to spotlight our products in their iconic windows."



*LG Signature appliances. Image courtesy of LG*

Up from Sept. 29, the window display also serves a positioning purpose for Bloomingdale's.

"Bloomingdale's is thrilled to partner with LG Signature to give our customers a glimpse of the technological innovation coming from LG Electronics," said Jack Hruska, executive vice creative services at Bloomingdale's. "As we complete the total renovation of the home store in our 59th Street flagship we seek to continue showing our shoppers what's new and exciting across all home categories.

"LG Signature captures the style and sophistication that is the hallmark of Bloomingdale's," he said. "In addition, LG Signature has helped to recognize Bloomingdale's commitment to Breast Cancer Awareness, which is our brand's primary message for October."

As tech companies seek out an audience of affluent consumers, retail partnerships are an appealing entry point.

British department store Harrods hosted its first technology branded takeover with Samsung to showcase a range of electronics including its Galaxy S6 smartphone released in 2015.

For three weeks, "Experience Innovation at Harrods" Samsung branding was seen by consumers in extensive window displays, vinyl posters, lobby wraps and digital screens, as well as an exhibition space. As other retailers and brands flocked around the Apple Watch, this campaign differentiated Harrods by partnering with another anticipated technology release ([see story](#)).

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