

RETAIL

Bergdorf Goodman pays tribute to local culture in festive windows

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Bergdorf Goodman window featuring the New York Philharmonic. Image credit: Bergdorf Goodman

By STAFF REPORTS

Department store Bergdorf Goodman is writing a love letter to its hometown of New York through its holiday windows.

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The retailer's "To New York With Love" display pays homage to local institutions such as the New York Philharmonic and the New York Botanical Garden. While a marketing tool around the holidays, windows are also a means for retailers to share a larger message.

New York, New York

While Bergdorf Goodman's holiday windows have previously transported consumers to imagined or far away places, this time around the effort is set much closer to home.

The fantastical displays take their inspiration from New York landmarks. In a pane dedicated to the American Museum of Natural History, a mannequin stands amid a crowd of bejeweled dinosaur skeletons.

The Brooklyn Academy of Music, known as BAM, is depicted in four windows on Bergdorf Goodman's men's store, featuring the art forms of music, dance, theater and film.



Bergdorf Goodman window depicting BAM. Image credit: Bergdorf Goodman

Other institutions featured are the Museum of the Moving Image, the New York Historical Society and UrbanGlass.

"While exploring this theme, we knew the windows had to be dynamic and multilayered to evoke the excitement of New York today, while simultaneously celebrating the city's past" said David Hoey, senior director of visual presentation at Bergdorf Goodman, in a statement.

"Our institutional partners provided an array of subject matter to inspire us, so we crafted a completely different type of window for each organization," he said. "And since we love putting on a show, we have made the windows kaleidoscopic and entertaining."

Bergdorf Goodman's partnerships with the organizations featured in its windows extends to a range of gifts. The retailer worked with brands including Loro Piana, Lorraine Schwartz and David Webb on merchandise.

Available both in-store and online, the exclusive gifts and experiences will give back to these organizations. While all proceeds from the experiences will go to the corresponding institution, the physical gifts will donate a portion from each sale through Dec. 24.

Retailers are feeling a sense of local pride this holiday season.

As part of its "With Love From" theme, Selfridges is looking to evoke the feeling of a loving gathering where everyone is invited, no matter where they come from. It is also celebrating the retailer's hometowns, London, Birmingham and Manchester, and capture its overall intent to surprise and delight ([see story](#)).

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