

RETAIL

Bloomingdale's blends sparkle, showmanship for holiday displays

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Bloomingdale's holiday campaign takes reference from "The Greatest Showman." Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is joining forces with Swarovski to bring a cinematic spectacle to life in its windows this holiday season.

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Taking inspiration from the upcoming release "The Greatest Showman," Bloomingdale's displays on Lexington Avenue feature circus scenes that incorporate more than 7.6 million Swarovski crystals.

"We gravitated toward this partnership because of the strong message of inclusion and following one's dreams that is prevalent throughout The Greatest Showman," said Frank Berman, executive vice president and chief marketing officer at Bloomingdale's, in a statement. "We wanted to bring this theme to Bloomingdale's this holiday season and all year long.

"It has been exciting to see a major motion picture come to life within the retail space through exclusive merchandise, in-store presence, marketing initiatives and of course Bloomingdale's holiday window displays," he said.

Under the big top

In theaters Dec. 20, The Greatest Showman is inspired by the life of P.T. Barnum, the co-founder of the Barnum & Bailey Circus.

Incorporating sight and sound, Bloomingdale's windows are inspired by songs within the musical film. As passersby step in front of the panes, they will hear the corresponding track.

Opening the display is a window depicting a ticket booth operated by the world's tallest and smallest men. As onlookers are invited to view "The Greatest Windows on Lexington Avenue," they can also become part of the show by pressing a button, which will project their faces on a screen within the window.



Bloomingdale's holiday window display. Image credit: Bloomingdale's

Characters including the trapeze artist, snake charmer, strong man and tattooed lady make appearances in other displays.

A window set in the American Museum allows consumers to have their fortune told by the Oracle.

"Swarovski's continued support of diversity and inclusion, which so brilliantly reflects in our company's values, shines brightly through the *The Greatest Showman* film as well as the crystallized costumes, props and Atelier Swarovski jewelry on display at the Bloomingdale's New York flagship," said Nadja Swarovski, member of the executive board of Swarovski, in a statement.

Bloomingdale's revealed its windows on Nov. 21, with an event that included performances from circus acts and Keala Settle, who plays the bearded lady in the film. Actress Zendaya, who also appears in the movie, made an appearance at the unveiling.

In addition to its windows, Bloomingdale's worked with *The Greatest Showman* on merchandise, which is featured in a pop-up shop on the third floor of its flagship. Zendaya, who features in Bloomingdale's holiday catalog, teamed with the retailer's private label Aqua on an exclusive capsule.

Continuing its support of the Child Mind Institute (CMI), Bloomingdale's is also retailing two limited-edition Little Brown Bags designed by the film's director Michael Gracey and costume designer Ellen Mirojnick. A portion of the proceeds from these movie-inspired bags will go to CMI.

Along with Bloomingdale's, Montblanc and Galeries Lafayette also linked with *The Greatest Showman* this season ([see story](#)).