

RETAIL

## Bloomingdale's makes music with Universal recording artists

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*Bloomingdale's campaign celebrates the Grammys' return to New York. Image courtesy of Bloomingdale's*

By STAFF REPORTS

Department store chain Bloomingdale's is bringing the music tour experience to retail through a collaboration with Universal Music Group.

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Presented by American Airlines, the retailer's Music is Universal campaign includes exclusive merchandise, store windows and pop-up shops. Timed to coincide with the Grammy Awards' return to New York, the campaign is expected to drive store traffic through pop-culture appeal.

Going on tour

Bloomingdale's is hosting pop-ups at its flagship store on Lexington Avenue in New York, as well as at its locations in New York's SoHo neighborhood and Beverly Hills, CA.

The pop-ups feature exclusive merchandise featuring artists on the Universal label, such as T-shirts for \$38 and bomber jackets for \$225. In addition to partnering with Universal, Bloomingdale's is working with Bravado, the music company's global merchandise and brand-management company, to present the campaign.

Included among the artists on Universal are the Sex Pistols, Red Hot Chili Peppers, Eminem and Cher. Along with artist merch, the edit includes items that reflect the musician lifestyle such as Bang & Olufsen headphones or a Montblanc notebook referencing The Beatles.

"Throughout popular culture, music has been a driving force - influencing fashion and art around the world," said Mat Vlastic, CEO of Bravado, in a statement. "We're thrilled to be able to bring our artists to Bloomingdale's, an institution that houses some of the world's greatest fashion icons, to celebrate music and fashion during this special time of the year."

Its flagship store is also hosting a window display. The panes depict areas of a concert venue, such as a green room, stage and merchandise booth, which features the reveal of new merchandise from Migos and Imagine Dragons.



*Window display from Bloomingdale's Music is Universal campaign. Image courtesy of Bloomingdale's*

Expanding the tour concept beyond the store, Bloomingdale's will embark on a road trip later this month. Similarly to the pop-ups, the tour bus will retail exclusives.

"This partnership is especially exciting to me," said Kevin Harter, group vice president, integrated marketing at Bloomingdale's. "Using a multi-faceted approach with exclusive product, in-store experiences and surprise activations along the way we've created a one of a kind campaign celebrating the universal appeal of music.

"Given all that is happening with the music industry in New York this month it's important to Bloomingdale's to be part of this cultural moment," he said. "This campaign marks the first in a larger strategy our newly created integrated marketing team will focus on to drive store traffic and offer continual excitement through in-store activations and newness."

This year's Grammy Awards will be the first broadcast in New York since 2003. The awards show will take place on Jan. 28 at Madison Square Garden.

Music and fashion have a symbiotic relationship, which has come to the forefront in a number of campaigns.

Swiss apparel and accessories maker Bally worked with two creative talents to design its latest collaboration, born from a conversation on Instagram.

Music producer Swizz Beatz and Bally have collaborated on a new collection that showcases the work of artist Ricardo Cavolo on accessories. The collaboration was created after Swizz Beatz sparked a conversation on Instagram with the comment: "Bally is back!" ([see story](#)).

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