

RETAIL

Bergdorf Goodman celebrates Iris Apfel's personal style

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Bergdorf Goodman is celebrating Iris Apfel. Image credit: Bergdorf Goodman, photo by Ricky Zehavi

By STAFF REPORTS

Department store Bergdorf Goodman is bringing style icon Iris Apfel's bold aesthetic to its New York store.

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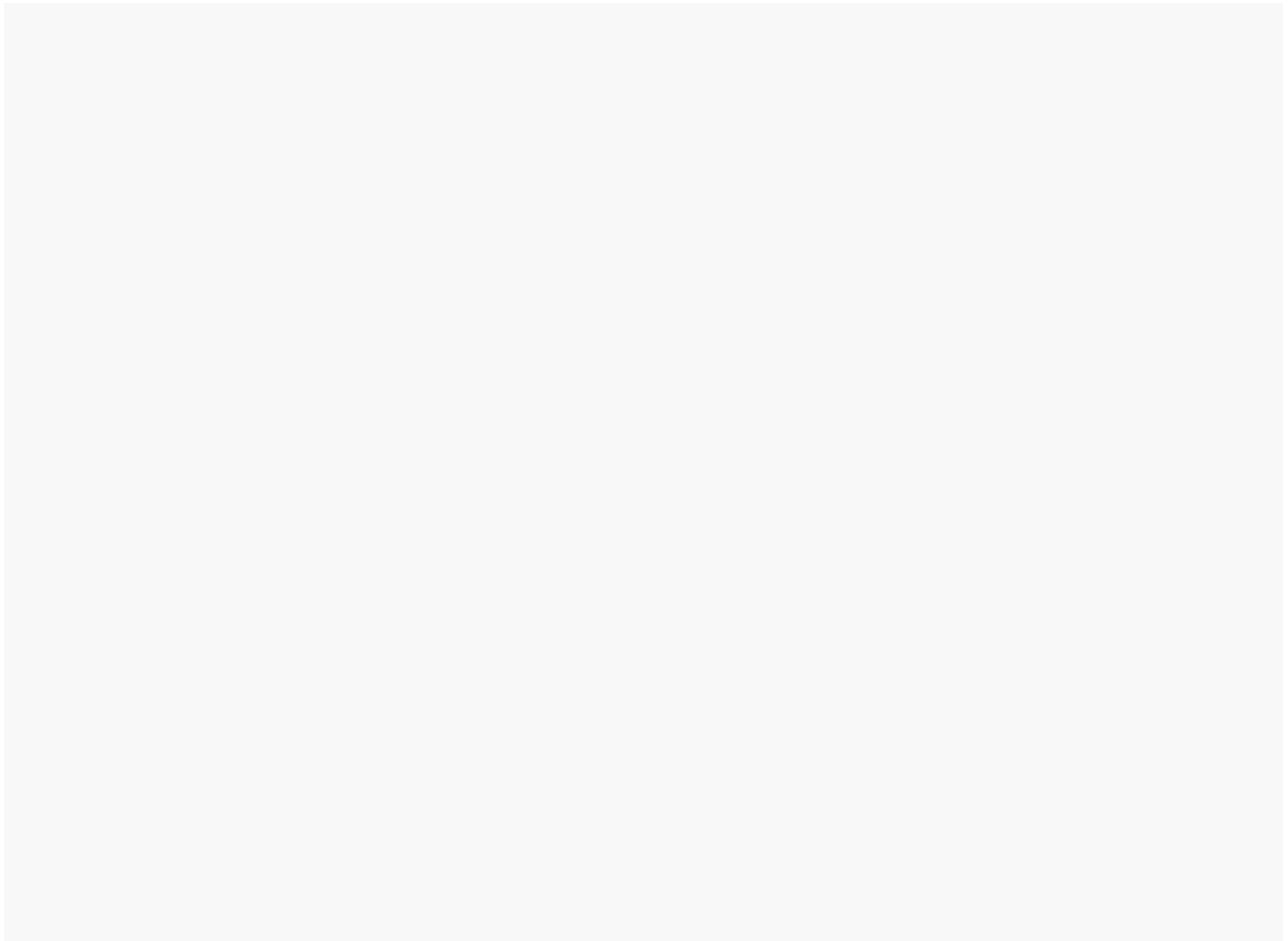
The Iris Apfel x BG takeover includes window displays and a curated shop that reflect the nonagenarian's more is more fashion sense. The 96-year-old is known not only for her personal style but for her witty candor, leading to frequent luxury collaborations that lean on her personality.

Iris on style

Bergdorf Goodman's partnership with Ms. Apfel is linked to the launch of her book, "Accidental Icon." Published by Harper Collins, the book mixes photography with the author's own musings.

Ms. Apfel founded textile firm Old World Weavers with her husband Carl Apfel. With a specialization in recreating antique fabrics, the company gained clients including the White House and Este Lauder.

Her passion for collecting and her eschewing of trends in favor of what appealed to her has gained the attention of the fashion community.



@iris.apfel tells us what style is to her Visit our 3rd floor on March 22nd (4:30pm-6:30pm) and 24th (3:00pm-5:00pm) for special signings of her new book "Iris Apfel: Accidental Icon" - on sale now! IrisApfelxBG

A post shared by Bergdorf Goodman (@bergdorfs) on Mar 7, 2018 at 6:47pm PST

Ms. Apfel's style was the subject of an exhibit at the Metropolitan Museum of Art Costume Institute exhibit. This helped to make the self-identified "geriatric starlet" more of a celebrity.

Bergdorf Goodman's windows translate Ms. Apfel's approach to style to displays. Including illustrations and photographs of the personality, the panes also include mannequins dressed in colorful or statement attire, complete with her signature large-framed glasses.

The retailer's third floor is hosting a curated shop of apparel, accessories, jewelry and beauty products chosen by Ms. Apfel, which will be up through March 27. The author will be hosting signings on March 22 and March 24.

Hong Kong shopping center Landmark also paid tribute to the individuality of Ms. Apfel in a public exhibit.

In 2017, the Landmark Atrium was home to a display of pieces from the personality's colorful, bold wardrobe. A popular collaborator in the luxury industry, Ms. Apfel has worked with everyone from home retailer Pirch to watchmaker Tag Heuer ([see story](#)).

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