

RETAIL

Bloomingdale's spring campaign shows New York love

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Sarah Jessica Parker stars in Bloomingdale's new campaign. Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is celebrating its long history with the Big Apple in a campaign that features local personalities.

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"The Heart of New York" campaign, stylized as [heart emoji] of New York, sees five famous New Yorkers recruited for a series in which they talk about their favorite memories of Bloomingdale's 59th Street location. The campaign will be plastered all over New York, including billboards and subway coverage.

"My most memorable purchase from Bloomingdale's was a Calvin Klein camel coat," said Christy Turlington Burns, model and campaign star, in a statement. "It was probably the first designer item that I bought."

Heart of New York

Bloomingdale's has been a part of New York since it first opened in 1872.

Since then, the retailer has been a central figure in New York's fashion scene. The brand's latest campaign celebrates this long heritage by bringing in five famous New Yorkers to talk about Bloomingdale's history.

Actress Sarah Jessica Parker, model Christy Turlington Burns, actor Alan Cumming, New York Yankees shortstop Didi Gregorius and editor Elaine Welteroth all play a central role in the Heart of New York campaign.

bloomingdale's 59ST
THE ♥ OF NEW YORK



**“The first time
I carried a
Little Brown
Bag, I felt like I
was living out
my New York
fantasy.”**

—Elaine Welteroth,
Editor and Activist

Elaine Welteroth for Bloomingdale's. Image credit: Bloomingdale's

Across the campaign, the five New Yorkers discuss their fond memories of Bloomingdale's from throughout their lives.

Window visuals, shopping bags, taxi toppers and a dedicated microsite will all be employed to make The Heart of New York campaign come alive.

Bloomingdale's has previously looked to connect with consumers over shared experiences. For example, in September Bloomingdale's looked to continue back-to-school sales with an effort that taps user-generated content to expand its reach.

In keeping with a back-to-school theme, Bloomingdale's promoted its "varsity-level" fall collection by mining social media for user content to incorporate on its Instagram. Spanning various social channels, Bloomingdale's wove its campaign content into a strategy that will entice users to participate ([see story](#)).

"I think Bloomingdale's is so beloved because it's just one of those things that you associate with New York," said Mr. Cumming in a statement. "It's always sort of sure, and you know exactly what you're getting, and yet it still surprises you."

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