

RETAIL

## Bergdorf Goodman brings playful spirit to Instagram TV

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*Bergdorf Goodman has released their first video on Instagram TV. Image credit: Bergdorf Goodman*

By SARAH RAMIREZ

Department store Bergdorf Goodman is continuing to embrace digital trends with the release of a short film that creates an intimate relationship with viewers through an authentic video style.

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The film, airing on Instagram's IGTV platform, playfully tells the story of two young women who break into the iconic New York department store one morning and explore. Since the vignette has a "home movie" quality to it, Bergdorf Goodman aims to appear authentic and relatable to Instagram's younger audience.

"The Bergdorf short film resonates with a younger audience to be able to break into Bergdorf's and play dress-up with all the selfies imaginable, it's a dream come true," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York. "It inspires similar actions to play dress up and fall in love with the clothes, accessories and overall lifestyle. Retail stores are going through a transition and they're trying to be more creative to get consumers in the door."

Ms. Strum is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert. [Bergdorf Goodman](#) was reached for comment.

### Breaking into Bergdorf Goodman

Director Lucas Flores Piran gives viewers an intimate look at the adventures of models Natalia Sirotina and Sydney Furuichi once they arrive at Bergdorf Goodman.

Both women are dressed in whimsical gowns as they waltz into the store and wander through the handbag department. A lighthearted melody adds to the playfulness of the film.



Natalia Sirotina and Sydney Furuichi sneak into Bergdorf Goodman before store hours to explore all the floors, dance in the latest evening wear, and experience the new Palette restaurant curated by artist-in-residence Ashley Longshore. Directed by Lucas Flores Piran.

A post shared by Bergdorf Goodman (@bergdorfs) on Jun 20, 2018 at 10:11am PDT

*The new IGTV film from Bergdorf Goodman.*

They take a seat at the new Palette restaurant, which was recently redeveloped by artist Ashley Longshore. According to *The New York Times*, the colorful decor was specifically chosen to appeal to the Instagram generation.

Inside the restaurant, the models also pose for photographs and take their own selfies. The camera lingers on the details of the menu and the neon wall art.

After a ride on the escalator, they arrive in the dressing rooms. They change out of their colorful gowns and try on different dresses before choosing sparkly black frocks. While in the dressing room, they dance and pose for more pictures.

In a celebration of female friendship, the women don't hesitate to show affection towards each other. They hug, lock arms and lean on each other throughout their adventure.



*Bergdorf Goodman's new film also features their updated restaurant. Image credit: Bergdorf Goodman*

Once dressed, the pair sip Champagne and browse through more clothing and accessories. They ride in the elevators and explore a few more departments.

They step out onto Fifth Avenue, view the window displays and twirl in the sunshine before hopping in a cab.

Over the course of two minutes, the brief film shows much of what Bergdorf Goodman has to offer. The emphasis is on the experience, however, instead of the luxury goods themselves.

### **Doubling down on digital**

An early commitment to IGTV on behalf of Bergdorf Goodman should come as no surprise as the department store continues to invest in digital strategies.

Just this week, Bergdorf Goodman announced that Darcy Penick will serve as president, reporting directly to Neiman Marcus Group CEO Geoffroy van Raemdonck. With a significant history in digital commerce, Ms. Penick

will be in control of the department store's two flagship locations in New York as well as all of its digital entities ([see story](#)).

Bergdorf Goodman is among the luxury brands taking IGTV seriously by releasing an exclusive film so soon after the video platform launched.

A unique twist of IGTV is that it is entirely focused on mobile-first video. Videos will be oriented vertically so that they fit better on mobile devices and the whole user interface, as with Instagram's regular services, will be built for viewing on smaller screens.

Instagram is banking on the long-form vertical videos as a way of helping brands get even closer to their audiences, building engagement for the platform's brand partners ([see story](#)).

"Luxury brands have taken to IGTV so well because it's another opportunity for them to effectively story-tell and share their brand's lifestyle with allure," Ms. Strum said. "They need to focus on visibility and relevancy within their target market's lifestyle and this is an ideal opportunity for early adopters."

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