

RETAIL

## Bergdorf Goodman lets customers peek inside its business walls for pre-fall push

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*Bergdorf's employees are featured in its pre-fall looks. Image credit: Bergdorf*

By STAFF REPORTS

Department store Bergdorf Goodman is turning the lens inward in a playful campaign that shows off the heart of its business.

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Trading in models for real employees, the department store is sharing a variety of photographs from within its office walls. Through this photo series, Bergdorf Goodman is showing off the style of its buyers and business team members.

Behind the scenes

The department store is breaking the barrier between its customers and those who have carefully managed its business in a new way to show off its apparel.

Its behind-the-scenes office workers are featured in a series of images sporting pre-fall collections.

Plaid, suits and logo-centric apparel are a few of the themes Bergdorf is showing off with these pre-fall offerings.

Shot by photographer Erik Tanner, employees are shown in their daily duties around the office.

Vice president of marketing and communications Nicole Fein is depicted walking while looking at her cell phone in Balmain and Altuzarra. The contemporary ready-to-wear team is shown scattered throughout their cubicles and the copy machine, wearing labels such as Altuzarra, Prada, Miu Miu, Stella McCartney and Erdem.

Danielle Scott, omni director, is featured with two Balenciaga bags as well as a dress while sorting through a filing cabinet.



*Bergdorf's creative director walking to work. Image credit: Bergdorf*

A series of 16 photos features others in the Bergdorf office team in similar situations and clothing. All of the items and apparel shown in the campaign are featured for sale on the effort's dedicated Web page.

Bergdorf's campaign is one of a series of interesting initiatives from the retailer that creates a more intimate relationship with fans.

The retailer recently continued to embrace digital trends with the release of a short film that created an intimate relationship with viewers through an authentic video style.

Its film, which aired on Instagram's IGTV platform, playfully told 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 ([see story](#)).

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