

RETAIL

Bloomingdale's shares anti-bullying message for back-to-school

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Bloomingdale's is selling T-shirts inspired by the Kind Campaign. Image courtesy of Bloomingdale's

By SARAH RAMIREZ

Department store chain Bloomingdale's is advocating for kindness with a fundraising partnership kicking off just in time for back-to-school shopping.

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For its biannual Fashionable Fundraiser, Bloomingdale's is partnering with the Kind Campaign, an organization that works to end girl-on-girl bullying. In addition to a kindness-inspired capsule collection, each Bloomingdale's location will feature photo and art installations appealing to younger female shoppers.

"Bloomingdale's is going beyond only raising funds for our partner, Kind Campaign," said Frank Berman, executive vice president and chief marketing officer at **Bloomingdale's**, New York. "We created a campaign that not only drives awareness but starts a conversation with our customers through unique in-store activities."

Empowered shopping

This August, Bloomingdale's is selling T-shirts for men, women and children designed by Girl Dangerous and Kid Dangerous. Ten percent of all proceeds from the T-shirts, which are priced between \$28 and \$39, will go to the Kind Campaign.

Kind Campaign holds assemblies at schools free-of-charge to bring awareness to the negative and long-lasting effects of bullying.

Each shirt has an empowering message on it, including "Find Your Kind," "Kind Campaign," "Cool to Be Kind" and "Kindness is Magic."



Kid Dangerous designed kindness-inspired shirts for men and kids. Image courtesy of Bloomingdale's

All of Bloomingdale's stores will also have interactive displays and activities available from Aug. 22 to 26.

Shoppers will be able to add their own words of affirmation and anti-bullying slogans to pledge walls, which will later be donated to local schools. There will also be bracelet-making stations so shoppers can make their own accessories with positive slogans such as "You Can Sit with Us" and "Be Kind."

The co-founders of Kind Campaign Lauren Paul and Molly Thompson will be making some personal appearances, and students can also find more information about how to get involved with the organization through stations in-store.

Schooling shoppers

Back-to-school shopping has been in full swing for several weeks now.

According to a survey by the National Retail Federation, back-to-school shopping in the United States is projected to reach a near record \$82.8 billion this year. While luxury retailers may not be the first stop for school supplies, fashion categories such as clothing, shoes and backpacks are all key heading into a new school year.

Per NRF, consumers with children in kindergarten through 12th grade are expecting to spend an average of \$685, while those shopping for college-bound kids will be buying an average of \$942. High-income parents are also more likely to give their child their credit card to shop, with 42 percent of affluent parents planning to do so.

Back-to-school shoppers prefer department stores, followed by online retailers and discount stores. Those headed to college use online retail the most, with department stores and discount stores coming in behind ([see story](#)).

Department stores also use back-to-school time to promote their children-oriented philanthropic efforts.

Nordstrom is working with nonprofit Shoes That Fit and New Balance to give students a pair of new shoes for the school year. This initiative aims to instill self-esteem from the feet up, giving children a better chance at succeeding academically and socially.

During the back-to-school shopping season, Nordstrom will be selling \$10 giving cards for the initiative at its full-line, Nordstrom Rack and Last Chance stores. These will be located in the children's wear and shoe departments at Nordstrom, and at checkouts at Nordstrom Rack until Oct. 1 ([see story](#)).

Likewise, this Bloomingdale's campaign aims to empower students, particularly young women.

"Acts of kindness can create positive change with others," Bloomingdale's Mr. Berman said. "We are inspired by the idea that an apology can be transformative."

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