

RETAIL

Bergdorf opens permanent in-store shop with mystery

August 30, 2018



Bergdorf Goodman's Noirshop opens in September. Image credit: Bergdorf Goodman

By STAFF REPORTS

New York-based department store Bergdorf Goodman is unveiling a permanent concept shop idea, which focuses on building mystique and beauty.

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The new Noir shop will be a permanent fixture within the Bergdorf Goodman New York store, built on the idea that black is a staple in everyone's wardrobe. But the shop looks at more than just the color, focusing on the idea of beauty, mystery and strength.

Bergdorf Noir

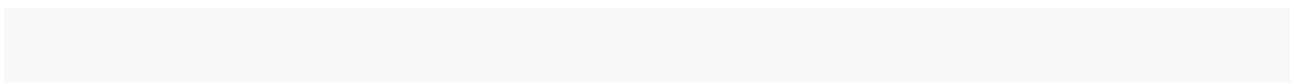
Opening Sept. 6, Noir at BG is curated by the store's senior vice president and women's fashion director, Linda Fargo.

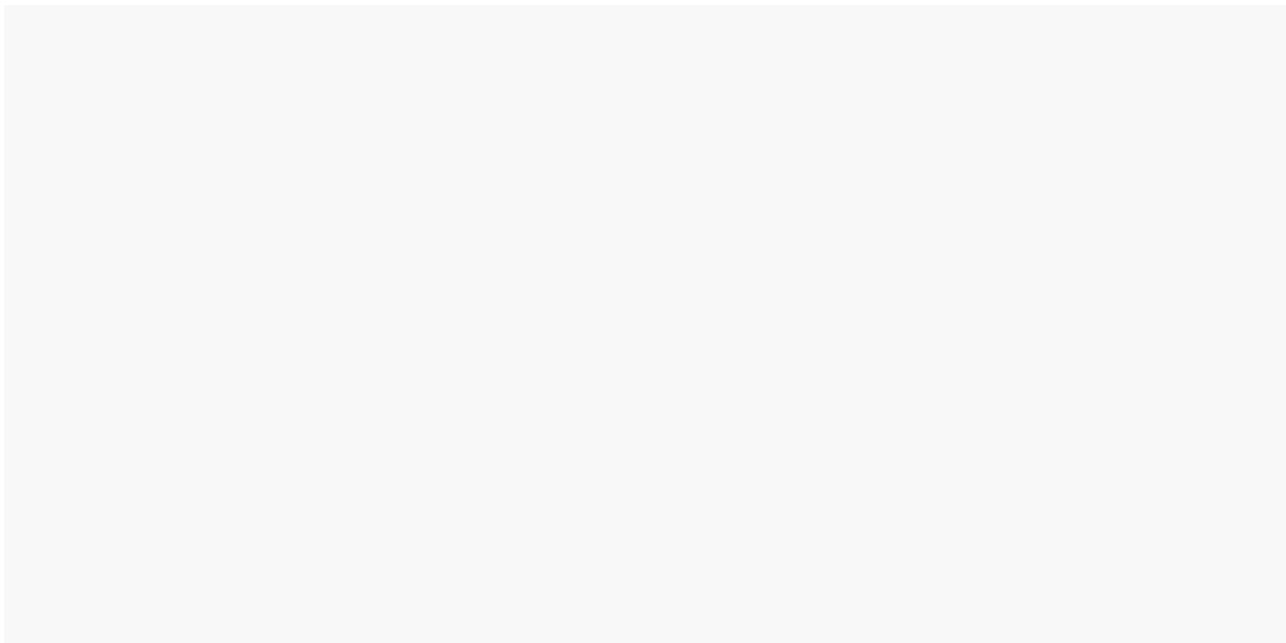
Located on the second floor, the shop features vintage pieces, accessories, home dcor, food, art, lingerie and beauty products that fit the Noir style. In support of the in-store shop, a few items will be available on Bergdorf's Web site.

Noir's offerings will be continually updated, made of what the retailer is calling "sensuous colors, provocative textures and bold silhouettes." The goal is to focus on products that flatter a woman's physique and enhance her femininity.

Bergdorf states the shop will feature curated daily playlists as well as specialty cocktails and events.

The opening of Noir will be celebrated with special dedicated window displays and a signature created by Fargo and Kilian Hennessy named, Do it for Love.





09.06.18 #NOIRatBG

A post shared by Bergdorf Goodman (@bergdorfs) on Aug 30, 2018 at 6:03am PDT

In another unique push, the department store turned the lens inward in a playful campaign that shows off the heart of its business.

Trading in models for real employees, the department store shared a variety of photographs from within its office walls. Through this photo series, Bergdorf Goodman showed off the style of its buyers and business team members ([see story](#)).

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