

RETAIL

## Bloomingdale's puts lens on personal style in fall campaign

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Keke Palmer for Bloomingdale's "Mix Masters" campaign. Image courtesy of Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is encouraging consumers to mix and match their wardrobes and home decor in an effort that focuses on style as a means of self-expression.

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"Mix Masters" features nine tastemakers, who are shown wearing items from their own closets along with pieces from Bloomingdale's. Kicking off Sept. 1, the fall campaign aims to change the way that people talk about and explore their own personal mix, reflecting the high-low combinations that consumers tend toward today.

"This fall Bloomingdale's is reimagining the way we approach and talk about personal style," said Frank Berman, executive vice president and chief marketing officer at Bloomingdale's, in a statement. "The Mix Masters campaign celebrates individual style and features a remarkable cast exhibiting their own take on what it means to mix and match fashion.

"Through this new approach we hope to inspire our customers to bring their own personal style into focus and create their own mix," he said.

Personal style

Mix Masters includes a cast of performers and entrepreneurs, who each open up about their personal style in campaign content.

This includes actor Justin Hartley, who stars in the television series "This is Us," Norwegian pop star Dagny and Sarah McNally, the founder of McNally Jackson bookstore.

In campaign content, actress Keke Palmer talks about not taking style too seriously, while fellow actress Condola Rashad confesses her love for bold dresses while wearing a mustard yellow frock.

The campaign also features The Flour Shop founder Amirah Kassem and violin duo Samir Robinson & Sean Bennet of Onyxvilins.

Along with the advertising placements, Bloomingdale's is bringing Mix Masters into its stores through events.

Campaign face and celebrity chef Geoffrey Zakarian will be visiting Bloomingdale's 59th Street flagship for an appearance and culinary demonstration.



*Geoffrey Zakarian for Bloomingdale's "Mix Masters." Image courtesy of Bloomingdale's*

Meanwhile, other stores will host sessions on styling denim consumers already have in their closets or mixing and matching accessories.

At Bloomingdale's stores, consumers can also book appointments with stylists, who will use a tech-aided approach to finding them their personal look.

Luxury shoppers are increasingly turning towards more casual styles for self-expression, according to a new report from the Boston Consulting Group and Altagamma.

Millennials are expected to represent half of the luxury market by 2024, and their fashion choices differ from previous generations, as they are more apt to mix high and low labels as they seek out clothing that fits their personal brand. Traditional luxury brands are responding through adaptation and collaboration ([see story](#)).

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