

RETAIL

Bloomingdale's prioritizes newness, discovery in revolving pop-up

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Inside Bloomingdale's The Carousel. Image courtesy of Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is taking an editorial approach to retail with the debut of an evolving concept shop-in-shop.

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Launched Sept. 6, The Carousel at Bloomingdale's features an eclectic mix of products picked by a curator based on a specific theme. Creating newness, the pop-up will evolve every two months as a different tastemaker takes over.

"As the retail landscape changes, we continually seek innovative ways to engage our customer," said Frank Berman, executive vice president and chief marketing officer of Bloomingdale's, in a statement.

"The Carousel allows Bloomingdale's to regularly offer up new product, new brands and an original immersive experience, all tied to a timely and engaging theme," he said. "The rotating shop will provide continual inspiration and guide shopping discovery while bringing a new and different experience with each visit."

Urban survival kit

The Carousel includes in-store pop-ups at Bloomingdale's 59th Street flagship in New York, its SoHo store in downtown New York, its location at the Century City shopping center in Los Angeles and its San Francisco store. At the flagship, Bloomingdale's has set up a dedicated entrance to the pop-up off 60th Street.

This concept is also shoppable online via a microsite, expanding the reach.

Starting this month, The Carousel is debuting with the theme "Urban Explorer." New York-based style expert Eugene Tong gathered merchandise needed for city survival, balancing style and function.

Included in the edit are Raf Simons for Adidas sneakers, S'well water bottles, bicycle helmets from Sawako and Canada Goose jackets.

Technology also features prominently, with the Amazon Echo, Google Home and headphones from Bang & Olufsen.



Inside Bloomingdale's The Carousel. Image courtesy of Bloomingdale's

"The team and I curated this shop with the needs of an urban lifestyle in mind," said Mr. Tong in a statement. "I love the idea of borrowing from different genres, re-adapting and re-purposing the product's intended use to meet an individual's needs for living in a city. Therefore, each item in this shop was chosen with the purpose of making everyday city life easier and a little more stylish."

As part of the pop-up, fitness equipment company TRX has partnered with Bloomingdale's to bring its home gyms to the stores. Consumers will be able to try out the interactive TRX MAPS experience powered by Phymodo to test their mobility, activation, posture and symmetry and get a customized exercise plan.

TRX will also be hosting fitness classes at select Bloomingdale's locations. Other events will also take place surrounding The Carousel, with a meditation class led by the founder of District Vision and a beauty workshop with an editor from Goop.

Setting the scene, The Carousel will include visual displays that offer birds-eye or ground-level views of New York. Online content similarly reflects the mood, allowing consumers to view interviews with the curators.

The second edition of The Carousel will premiere in November.

Bloomingdale's has recently launched other experiential shopping environments aimed at turning shopping into a more interactive activity.

Since last year, the retailer has been offering a "beauty happy place" for cosmetics-lovers with a boutique called Glowhaus.

The boutique specializes in beauty products from a number of brands and gives customers a place where they can freely try out and test different combinations and products in a casual and freeform environment. The retailer is opening five boutiques at various Bloomingdale's locations in New York and California ([see story](#)).