

RETAIL

Bloomingdale's focuses on ready-to-wear with a whole floor

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Bloomingdale's Denim Floor opening. Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's has undergone an expansive new renovation to accommodate more ready-to-wear products on its second floor.

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The new design offers a variety of personalization tactics including customization stations and dedicated in-store stylists. Chrome sculptures line a center aisle of the second floor, where a variety of denim-focused pieces are collected.

Ready to wear

Bloomingdale's store on 59th street has undergone a variety of changes, including its newly opened RTW floor, making up more than 63,000 square feet of the store.

AG, Alice + Olivia Jeans, Current Elliot, Frame, Good American, J Brand, Levi's, Mother, Paige, Rag & Bone and Seven for All Mankind brands will flank the sides of the denim destination.

Oversized sculptures such as a three-dimensional tree blanketed in denim and a life-sized giraffe modeling a pair of overalls are some of the unique fixtures installed on the floor, hoping to inspire Instagram posts.

To celebrate the launch, Bloomingdale's worked with seven local artists to recreate pieces using jeans. Reimagined jeans, paintings, jackets created by the artists will be featured throughout the shop.

Bloomingdale's will be focusing on millennials through its in-house Aqua brand, which will be launching a capsule collection every month and feature a dedicated space with trend-driven products.

All merchandise in the millennial section will be priced below \$250, but Bloomingdale's claims it will not sacrifice on style.



Bloomingdale's focuses on ready to wear denim. Image credit: Bloomingdale's

A new Stylists program will be introduced with trained personnel walking customers through the new floor and helping them find the perfect pieces. Customers can book an appointment ahead of time but walk-ins are also available.

Bloomingdale's has been celebrating the opening of the second floor with a series of events such as an open party on Sept. 22, with a 305 fitness dance event, personalization with celebrity tattoo artists Jonboy and embroidery stations.

Beyond the ready-to-wear floor, the retailer is also taking an editorial approach to retail with the debut of an evolving concept shop-in-shop.

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 ([see story](#)).

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