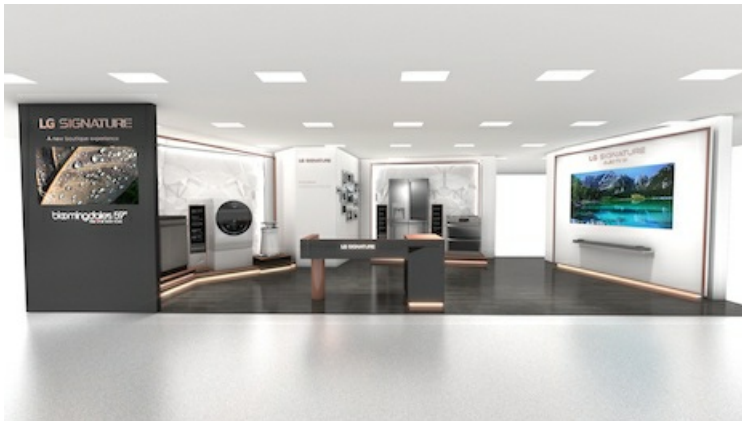


HOME FURNISHINGS

## Bloomingdale's brings luxury appliances into its product mix

November 15, 2018



*LG Signature appliances are coming to Bloomingdale's. Image courtesy of Bloomingdale's*

By SARAH RAMIREZ

Department store chain Bloomingdale's is launching a new "store within a store" concept catering to affluent consumers seeking premium appliances and electronics, in a new endeavor for the retailer.

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Through a new partnership with LG Signature, Bloomingdale's will sell luxury appliances in-store and online for the first time. The new offerings will allow shoppers to purchase the latest in home technology, rounding out the retailer's fashion and homeware options.

"This partnership marks for Bloomingdale's the introduction of a new product category that we feel will add excitement to the selling floor as well as offer our customers the opportunity to explore how these items could enhance their lifestyle," said Dan Leppo, EVP and GMM of men's and home departments at **Bloomingdale's**, New York.

### Signature additions

LG Signature appliances will have a dedicated retail space on the homewares floor of Bloomingdale's New York flagship.

To promote the new retail space, the appliance and entertainment products were featured in Bloomingdale's window displays spotlighting how technology, fashion and artistry come together.

LG Signature appliances were previously seen in Bloomingdale's window displays for Breast Cancer Awareness Month in 2017 ([see story](#)).



*Bloomingdale's window displays featuring LG Signature appliances. Image credit: LG*

All of LG Signature products include innovative technology presented in a stylish and minimalist package. The premium line appeals to affluent who want state-of-the-art appliances and electronics that are well-designed and fit into their homes.

The "store within a store" at Bloomingdale's 59th Street location mirrors the LG Signature aesthetic: bright, sleek and minimalist. The boutique will open on Nov. 19.

LG Signature's product line includes OLED televisions, refrigerators, washers, dryers, air purifiers, ranges and dishwashers. A \$3,200 Wifi-enabled washer-dryer can detect laundry soil levels to automatically dispense the most effective detergent dosage, and a \$3,600 oven range has a dual electric-gas cooking surface.



*Electronics and appliances from LG Signature. Image credit: LG*

"We've learned that consumers want to discover how LG Signature fits within their lifestyles," said David VanderWaal, senior vice president of marketing at [LG Electronics](#), New York. "With this unique retail presence, we're showing them how these sleek, sophisticated products deliver on both function and design.

"Bloomingdale's is a natural fit for LG Signature products to unveil our new luxury retail model."

#### Shifting strategies

Launched in 2016, LG Signature has been focused on projecting an elevated status through partnerships.

Through global partnerships with interior designers, architects and those in other design-related fields, LG Signature is looking to present its creations as part of a broader luxury home environment. In addition to touting the functional purposes of its products, LG Signature is also putting the focus on the technologies' designs ([see story](#)).

More retailers, including Selfridges and Harrods, are turning to high-end appliances and electronics to diversify their product offers. As so many department stores look to revamp their strategies, their bricks-and-mortar tactics and the spaces themselves are also changing.

Bloomingdale's recently underwent an expansive new renovation to accommodate more ready-to-wear products on its second floor.

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.

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 ([see story](#)).

"It's a unique concept to be able to shop at Bloomingdale's for all your fashion and home needs plus peruse the latest in cutting edge home appliances from LG Signature," said Bloomingdale's Mr. Leppo. "We believe it takes the experience of shopping for your home to a whole new level."

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