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RETAIL

Bloomingdale's celebrates love with wedding expert

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Bloomingdale's debuts its Love is... concept. Image courtesy of Darcy Miller

By STAFF REPORTS

Department store chain Bloomingdale's is opening the latest edition of its rotating pop-up shop, focusing on the theme of love just in time for Valentine's Day.



"Love Is" will be the latest pop-up shop offering from Bloomingdale's as part of The Carousel shop, open from Jan. 10 to March 4. The concept, curated by wedding expert Darcy Miller, is comprised of a variety of products to help shoppers "spread the love."

Bloomingdale's carousel

Ms. Miller is known as an expert in celebrations and for her book, "Celebrate Everything!" For Bloomingdale's, she has created a collection of products from her favorite brands, which will be available in The Carousel Shop for the duration of the "Love Is" initiative.

Bloomingdale's has taken an editorial approach to retail with the debut of the evolving concept shop-in-shop, which opened this past September.

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).

The "Love Is" theme features Ms. Miller's favorite products as part of her "Heart of Gold" selections in addition to a limited-edition Celebrate Love collection she designed.



Ms. Miller curates a special collection of lovable products. Image courtesy of Darcy Miller

Products include a limited-edition illustrated collection with stationery, tabletop, beauty, confections and accessories, as well as Lenox celebratory plates, an update to the iconic Bloomingdale's iconic Little Brown Bag, Maison Labiche embroidered shirts and a beauty bag filled with products from GlamGlow, Bobbi Brown, Becca and more.

For a social media element, Bloomingdale's offers a life-sized Valentine's Day card for guests to take pictures in.

Events taking place at the shop include a special yoga session, manicures with Deborah Lippman, custom Valentine's Day gifts with Samantha Machover of @itsbysam and artist Marco Santini, a mini comedy show and two book signings with Ms. Miller.

"Celebrating everything, especially celebrating love in all forms, is what it's all about," Ms. Miller said in a statement. "This experience will bring people together, through gifts that remind us all what love is and what's more important today than love?

"It's been fun designing this collection featuring my artwork, and I'm excited to partner up with Bloomingdale's," she said. "Everyone is always looking for the perfect gift, whether for their partner, their family, their friends, their pet or themselves, and this shop is filled with treasures, from a special lucky in love journal to a gold tandem bicycle."