

RETAIL.

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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.

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"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.

