

FRAGRANCE AND PERSONAL CARE

## Bloomingdale's gives flagship beauty department an interactive makeover

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*A new beauty floor is the latest addition to the revamped Bloomingdale's flagship. Image courtesy of Bloomingdale's*

By SARAH RAMIREZ

Department store chain Bloomingdale's is capitalizing on the growing popularity of high-end cosmetics by unveiling a new beauty floor at its New York flagship.

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The retailer has been undergoing an expansive renovation to maintain its position as a shopping destination in the ecommerce age. The refreshed beauty department has spa rooms, a fragrance hall, interactive displays and other services meant to entice in-store shoppers.

"The beauty department is the first stop on every customer's journey upon entering the store," said Stacie Borteck, vice president and divisional merchandise manager of cosmetics and fragrances at **Bloomingdale's**, New York. "In reimagining the space we wanted to create a playground for beauty and fragrances that feels modern and is packed with new concepts, experiences, brands and services.

"The new Bloomingdale's beauty floor amps up the customer experience with technological enhancements and state-of-the-art installations," she said. "Countless customization and personalization options make beauty shopping more interactive than ever before."

### Beauty floor

Located at the 59th Street flagship's main floor, the new beauty department spans more than 36,000 square feet. There are additional beauty outposts throughout the store's other floors.

Among the upscale brands sold will be Armani Prive, Clarins, La Mer and Tom Ford. Clarins and La Mer are also two of the brands that will have private spa rooms at Bloomingdale's and offer services such as facials, skin consultations and other treatments.

Many labels are also incorporating new technology into the updated space through shop-in-shops.



*In addition to the new beauty floor, cosmetics-centered spaces are located throughout the flagship. Image courtesy of Bloomingdale's*

Estée Lauder's shop features YouCam technology for virtual lipstick try-ons and an iMatch color-matching service to help consumers find the best shades of foundation, blush and more.

La Mer, part of Estée Lauder Companies, is debuting an interactive product display, which shares information based on what products a customer lifts from the display. Fellow Estée Lauder-owned brand Tom Ford Beauty's shop includes high-tech mirrors, virtual make-up try-on tools and an interactive scent experience.

L'Oreal-owned beauty marketer Lancôme is also featuring foundation shade matching, including custom foundation blends, as well as makeup play stations and a brow bar.

A special fragrance hall allows perfumers to share special services, such as Atelier Cologne's travel spray with a customized case and Le Labo's scents, which are hand-blended in-store.

Shoppers can also book time with Bloomingdale's Beauty Stylists. These assistants are both brand-agonistic experts and trained makeup artists who can help consumers navigate through the wealth of available products and improve their own beauty and skincare routines.

#### Retail renovations

Bloomingdale's has been renovating its flagship space, as well as introducing new offerings to better serve its shoppers.

The department store's 59th Street location has undergone a variety of changes, including accommodating more ready-to-wear products on its second floor. The newly opened fashion floor makes up more than 63,000 square feet of the store.

Macy's high-en department store's 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 featured ([see story](#)).

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

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

"The reimagined beauty floor is the next phase in the flagship store's complete transformation, following renovations to the home, shoes and women's ready-to-wear floors," Bloomingdale's Ms. Borteck said. "These

renovations allow us to continue to create a compelling experience for our customers and solidify our position as a shopping destination."

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