

RETAIL

Bloomingdale's blends style, sustainability in pop-up shop

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Bloomingdale's latest Carousel pop-up focuses on sustainable goods. Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is putting a spotlight on eco-friendly and socially conscious goods with the latest edition of its revolving pop-up.

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"Good for the Globe" features a selection of merchandise curated by surfer and environmental philanthropist Quincy Davis. Timed to coincide with Earth Month, the pop-up speaks to consumers' growing desire for products that not only look good, but do good.

Sustainable solutions

Bloomingdale's is taking an editorial approach to retail with 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 evolves every two months as a different tastemaker takes over ([see story](#)).

"Good for the Globe" marks the fourth concept for The Carousel, and is focused on helping consumers reduce, reuse and recycle.

In addition to being a professional surfer, Ms. Davis is an ambassador for the Surfrider Foundation, which works to protect oceans and beaches. The athlete also supports other conservation and environmental charities, as well as running a surfing school for girls with her friends.

Ms. Davis also has a love of fashion, which is reflected in the pop-up through Veja sneakers and a wetsuit she co-designed with Cynthia Rowley.

A number of the products are made from recycled materials such as a Bureo skateboard fashioned from fishing nets. Meanwhile, plastic bottles got a new life in a towel from Nomadix.



Bureo also makes board games out of fishing nets. Image credit: Bloomingdale's

Consumers can also lead more reusable lifestyles with stainless steel straws from The Final Straw and washable Bees Wrap food storage. There is even a jute Brown Bag.

Beyond sustainability, some of the products are focused on social good, helping to support local artisans.

The pop-up is presented in partnership with Windex, and the cleaning brand will be appearing in windows and in-store displays with sea creatures made from recycled plastic. Windex will also be letting consumers customize a bottle of its cleaner, which it is now making with 100 percent ocean plastic.

Bloomingdale's will also be hosting a series of events at The Carousel, including sustainability talks, meet and greets and product demonstrations.

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