

RETAIL

Bloomingdale's teams with HBO to tout premiere

May 7, 2019



Bloomingdale's Big Little Lies shopping bag. Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is hyping up the launch of the return season of an HBO hit show with special collaborations.

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As HBO's Big Little Lies prepares for its second season, Bloomingdale's is jumping in on the anticipation with a series of initiatives such as a contest, customized shopping bags, complimentary coffee and a special screening. Bloomingdale's notes that this is the first time it has altered its iconic brown shopping bag.

Big Little Lies

On May 30, the department store is hosting an early screening for the premiere of season two Big Little Lies at its Century City location in Los Angeles. The screening will take place from 6 p.m. to 8 p.m.

At stores across the United States, Bloomingdale's customers will see the iconic brown shopping bag transformed from featuring the words "little brown bag" to instead say "big little lies."

In a reference to the show, Bloomingdale's will serve complimentary coffee on May 11 and previously on May 4 through Big Little Lies branded coffee carts. The coffee is a reference to the fictional Blue Blues Caf, a common setting in the series.

The series will return to the premium channel on June 9.

[View this post on Instagram](#)

treat yourself and visit [@bloomingdales](#) to receive our version of the iconic big brown bag reimagined in stores now

A post shared by big little lies (@biglittlies) on May 7, 2019 at 7:57am PDT

Instagram post from Big Little Lies

Fans of the show will also be able to enter for a chance to win a trip to New York for the show's premiere through May 12. The sweepstakes will include travel to New York, hotel accommodations and a \$2,500 shopping spree at Bloomingdale's.

Participants enter at [Bloomingdales.com/biglittlies](https://bloomingdales.com/biglittlies).

Bloomingdale's is also continuing to make over its 59th Street flagship with the opening of new women's apparel floors, as it aims to bring a sense of fun back to fashion shopping.

The retailer has overhauled its second, third and fourth floors, comprising 128,900 square feet of contemporary and luxury designer goods. Similarly to other recent department remodels, the fashion floors are designed with interactivity and exploration in mind ([see story](#)).

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