

RETAIL

Bloomingdale's brings gay pride to carousel shop

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Bloomingdale's works with Out Magazine editor-in-chief for Pride celebration

By STAFF REPORTS

Department store chain Bloomingdale's is joining the city of New York in its celebration of gay pride with a special pop-up shop.

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Taking up the Carousel shop at Bloomingdale's flagship in New York, the pop-up commemorates the 50th anniversary of the iconic Stonewall riots that began the gay rights movement in United States. Carousel @ Bloomingdales: Pride for All is created in partnership with the editor in chief of *Out Magazine*.

Pride for All

Phillip Picardi of *Out Magazine* has worked to create the pop-up shop with Bloomingdale's, which features curated collection of merchandise in addition to a variety of events throughout May and June.

Brands and items featured in the shop include body positive and queer friendly swim line Chromat, nonconforming gender t-shirt line Phluid Project and hand-painted leather brand Patrick Church.

In addition, an exclusive collection by Housing Works and Opening Ceremony will be available, with various logos from iconic gay nightlife spots such as Uncle Charlie's Downtown, Meow Mix Bar, Paradise Garage and The Saint.

Bloomingdale's states that it has continually supported organizations such as God's Love We Deliver, The Human Rights Campaign, ACRIA, The Gay Men's Health and more in the support of gay rights throughout the years.

The Pride for All shop will include imagery throughout the store related to the gay rights movement, including inspiration from the LGBTQ+ rainbow flag. Products will be grouped by color to support this color scheme throughout the store.

Official World Pride partner Echo will also feature headbands, belt bags and bandannas in the store.



Bloomingdale's supports Pride for All. Image credit: Bloomingdale's

"It was such an honor to partner with one of the most iconic shopping destinations in the world, Bloomingdale's, to curate a shop that celebrates LGBTQ+ people," Mr. Picardi said in a statement. "I'm even more excited that, for the occasion, Bloomingdale's is using its influence in the fashion industry to spotlight up-and-coming queer design talent, like Patrick Church or Chromat.

"I hope there will be something for shoppers to discover not just for Pride, but for all year round," he said.

Similarly, department store chain Saks Fifth Avenue kicked off Pride Month celebrations through a wide-ranging partnership with the Stonewall Inn Gives Back Initiative, looking to raise awareness for the historical event in the LGBTQ rights movement.

Saks' multichannel campaign includes a capsule collection, digital short, window installments and more in honor of the 50th anniversary of the Stonewall Inn Uprising. Prominent members and allies of the LGBTQ community are featured in the campaign, lending it more authenticity ([see story](#)).

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