

RETAIL

Bloomingdale's brings Pride Rock to New York

July 15, 2019



The Carousel at Bloomingdale's presents: Style Kingdom. Image credit: Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is bringing a piece of the wild to the urban jungle for its rotating pop-up in celebration of a new film release.

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Disney's new version of "The Lion King" is exciting consumers of all ages, many of whom are thrilled with thoughts of nostalgia. Bloomingdale's Carousel pop-up shop will feature a collection of African fashion-related products, curated by The Lion King actress Florence Kasumba.

The circle of life

As The Lion King takes place in Africa and includes many themes related to the continent, Bloomingdale's is focusing on the film's release with a celebration of African culture.

Ms. Kasumba, who is of Ugandan decent, has assembled a variety of items that she believes capture the spirit of the savanna. The shop will feature brands that empower smaller communities in Africa from multiple regions.

A South African knitwear maker focusing on Xhosa beadwork, Ghana-based artisan line Studio 189 and Adire, a Nigerian menswear brand that uses rare hand-dyeing strategy, are a few of the brands appearing in the pop-up.

In addition, the store will feature merchandise inspired by The Lion King such as a Danielle Nicole handbag featuring the symbol of Simba as a lion cub, a Kid Dangerous "Pride Rock" T-shirt and a S'well water bottle with the phrase "The Circle of Life."



Bloomingdale's Style Kingdom. Image credit: Bloomingdale's

Fitting in the with the film, this time around the shop is named "Style Kingdom." This will be the first time The Carousel will have partnered with a major film.

The shop will also be featured in windows of Bloomingdale's on 59th Street and Lexington with visuals of the Pride Rock and the Fallen Tree Bridge.

"Being the guest curator for the Style Kingdom in The Carousel at Bloomingdale's is an absolute thrill because I've been able to combine my love of fashion and film whilst connecting back to my African heritage," Ms. Kasumba said in a statement. "I love how The Lion King can be interpreted through this new lens and connect with audiences in a unique and fresh way.

"I felt such a personal connection to the pieces I curated and I can't wait for people to see the collections, and the movie!"

Most recently, The Carousel at Bloomingdale's joined New York in its celebration of gay pride with a special pop-up shop.

Taking up the shop at the flagship in New York, the pop-up commemorated the 50th anniversary of the iconic Stonewall riots that began the gay rights movement in United States. Carousel @ Bloomingdales: Pride for All was created in partnership with the editor in chief of *Out Magazine* ([see story](#)).