

MOBILE

## Bergdorf puts designer shoes on the map with Shoes About Town social media campaign

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By KAYLA HUTZLER

Neiman Marcus-owned department store Bergdorf Goodman is using the Instagram photo application to increase awareness of the retailer's shoe salon offerings and updated mobile app.

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**Luxury Daily**

Bergdorf's Shoes About Town map acts as a bulletin board of New York on which the brand and consumers can post photos of shoes in the various locales throughout the city. The map is helping to build awareness of the retailer's updated Today's Shoe iPhone app, its new Fall shoe book and build the hype surrounding the expansion of its New York flagship's shoe salon.

"We hope people will be inspired by our Bergdorf Goodman shoes Instagram photos and by the John Clang images featured in our Fall Shoe Book," said Cannon Hodge, social media manager at Bergdorf Goodman, New York.

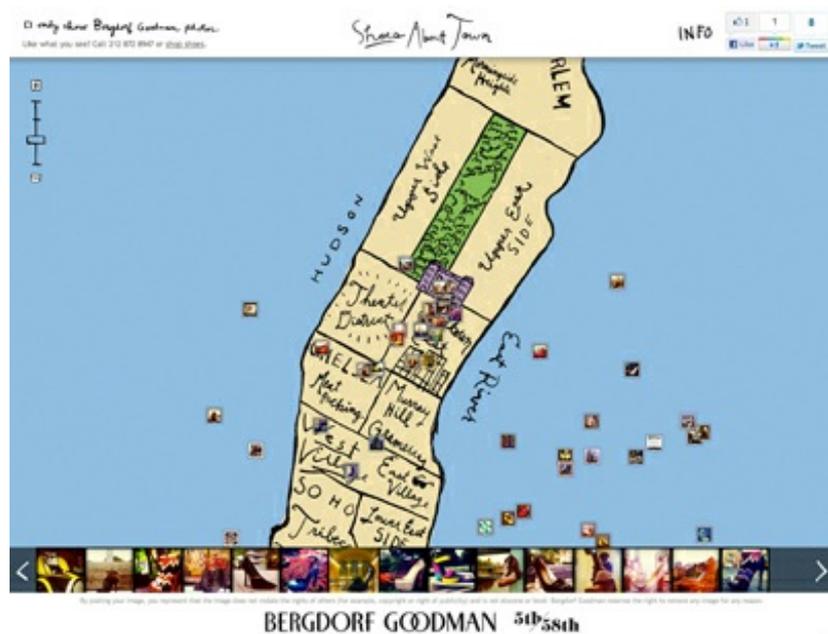
"While understanding that one's obsessions with shoes has no boundaries, we hope Shoes About Town will encourage users to share where their shoe obsessions take them," she said.

Out on the town

The Shoes About Town map is an interactive map of New York that is hosted on Bergdorf's 5th/58th blog at <http://blog.bergdorfgoodman.com>.

The map has small icon pictures all over New York's Manhattan Island, as well as in the East and Hudson Rivers.

The photos that appear in the rivers are those that were taken outside of New York.



To participate, consumers must download the Instagram photo app, which is available for free in Apple's App Store.

After taking a picture of their shoe in front of a unique background with Instagram, consumers must place the #BGshoes hashtag on the photo.

The app's geo-tagging tool should also be turned on so that the pictures show up in the correct locations on the map.

In addition to showing up on the map, a horizontal bar of the photos is available to scroll through at the bottom of the page.

Viewers can click through the pictures to view the original poster's Instagram profile.

The map combines Instagram and Google Map's open API technology.

"We really believe in Instagram, and Shoes About Town is a perfect way to bring that excitement and community-driven approach," Ms. Hodge said.

"We noticed how Instagram users really liked photographing landscapes, accessories and other interests, so we came up with a way to appeal to the community while encouraging them to collect, explore and share in a medium that felt distinctly New York and Bergdorf Goodman," she said.



Shoe in

The Shoe About Town map was created to build awareness of Bergdorf's recently updated Today's Shoe iPhone app.

The app contains better visuals and is more aesthetically pleasing, according to the retailer.

Bergdorf also implemented a new checkout process that allows consumers to buy more than one pair of shoes during each shopping session.

Prior to this, shoppers using the shoe app could only buy one pair of shoes during each browsing session.

In addition, the app now allows users to browse the shoe selection by designer, new arrivals or style.

Consumers can also share the shoes they like with their Facebook and Twitter networks, allowing them to receive feedback before they make a purchase.

Bergdorf also created a Fall shoe book this year, which is also available on the branded

blog.

The Instagram app aims to engage consumers around the world and bring to light the retailer's wide selection of shoes, both in-store and on the revamped app.

"We wanted to build something that would truly showcase the passion for shoes that we are constantly seeing from our fans," Ms. Hodge said.

"More than anything, we are really looking forward to seeing the creativity users bring to their photos," she said. "So far, the submitted images have been quite fun – we've seen pictures from as far away as Kuwait.

"We can't wait to see the map fill up and discover where shoes are taking our Instagram community."

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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