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RETAIL

Bloomingdale's brings back anti-bullying philanthropic project

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Bloomingdale's has renewed its philanthropic partnership with the Kind Campaign. Image courtesy of Bloomingdale's

By STAFF REPORTS

Department store chain Bloomingdale's is renewing its partnership with the Kind Campaign in time for this year's back-to-school shopping season.

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The retailer is once again working with the Kind Campaign in an effort to end girl-on-girl bullying. To encourage shoppers to spread kindness, Bloomingdale's is hosting a series of activities, including in-store installations, donation drives and a capsule collection.

Be kind

Through Aug. 11, Bloomingdale's biannual Fashionable Fundraiser will be centered around the Kind Campaign.

This is second time the two organizations have collaborated for a philanthropic project.



Graphic tee designed by Kid Dangerous. Image courtesy of Bloomingdale's

"Bloomingdale's is incredibly proud of what we accomplished with Kind Campaign during last year's Fashionable Fundraiser and are excited to partner with them again for Shop for Good," said Frank Berman, executive vice

president/chief marketing officer at Bloomingdale's, in a statement. "Our philanthropic roots allow us to work with organizations that share the same passions and values as us.

"By working with Kind Campaign, we're able to do our part in helping kids grow in a positive environment that is built on kindness and empowerment," he said.

Last August, each Bloomingdale's location featured photo and art installations appealing to younger female shoppers. The retailer also sold T-shirts for men, women and children designed by Girl Dangerous and Kid Dangerous ([see story](#)).

Some of these initiatives have been reimaged for 2019.

This year's capsule collection includes graphic T-shirts with uplifting messages such as "Kind is Cool," "Human Kind" and "Cool to be Kind." Shoppers are encouraged to round up their purchases to the nearest dollar, with the change going directly to fund Kind Campaign programming.

All Bloomingdale's stores will also have a Kind Wall where consumers can write down words of encouragement. Additionally, Kind Campaign's cofounders Lauren Paul and Molly Thompson will be sharing their store at the Century City Bloomingdale's location on Aug. 10.

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