

APPAREL AND ACCESSORIES

## Bergdorf Goodman seeks sneaker fans with GOAT partnership

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*GOAT's display at Bergdorf Goodman. Image courtesy of GOAT*

By STAFF REPORTS

Department store Bergdorf Goodman is teaming with GOAT to bring coveted secondhand sneakers to its clientele.

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GOAT is staging an installation at the retailer's Goodman's men's store from Aug. 21 through New York Fashion Week. This resale alliance follows Bergdorf Goodman parent company Neiman Marcus Group's investment in pre-owned handbag seller Fashionphile, as secondhand and retail increasingly converge.

"Sneakers and athletic-driven sportswear have been a leading component of the designer and luxury menswear world, and we see this influence continuing to be very important," said Bruce Pask, men's fashion director at Bergdorf Goodman, in a statement. "GOAT is an innovator and leader in the resale space with an elevated aesthetic, peerless expertise and a focus on customer experience and service, aspects that we absolutely share, making this a perfectly suited partnership and an exciting new experience that our customers can only find at BG."

### Resale meets retail

GOAT, founded in 2015, aims to give consumers access to a wide range of sneakers through secondhand sales. Its offerings include the hard to come by Balenciaga Triple S and Yeezys.

Some of the sneakers GOAT retails boast five-figure price points due to their rarity.

For Bergdorf Goodman, GOAT has curated two collections of sneakers, under the themes "The Grails" and "The New Icons."

The installation at Bergdorf Goodman will include the Adidas NMD Human Race Trail collaboration between Pharrell Williams and Chanel, the Kanye West x Louis Vuitton Jasper, Air Yeezy 2 SP Red October and the Airmag "Back to the Future" sneaker.

Along with the in-store installation, the partnership is being heralded with window displays.

[View this post on Instagram](#)

From the Air Yeezy 2 SP Red October to the auto-lacing Nike Mag, discover the world's most sought-after sneakers as part of GOAT's new collaboration with @bergdorfs. Now available at the iconic 5th Avenue store.

A post shared by G O A T (@goat) on Aug 21, 2019 at 2:17pm PDT

### *Instagram post from GOAT*

"Retail and resale are just at the beginning of their convergence, and as the global demand for streetwear increases, we will continue to see its influence in the luxury market," said Daishin Sugano, cofounder/chief product officer of GOAT Group, in a statement. "Collaborating with Bergdorf Goodman, the iconic luxury retailer, exemplifies the endless possibilities in the industry."

In April, Neiman Marcus Group took a minority stake in secondhand luxury seller Fashionphile, betting on the projected growth in upscale resale.

Neiman Marcus sees an opportunity to get more of its existing customers to buy pre-owned merchandise, since today the populations of consigners and customers for secondhand luxury have little overlap. This partnership will include placement for Fashionphile at select Neiman Marcus stores, allowing consumers to cash in on their previous purchases and buy new items in the same trip ([see story](#)).