

APPAREL AND ACCESSORIES

## Dior brings handbag personalization to Bergdorf Goodman

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*Dior is taking over Bergdorf Goodman. Image courtesy of Dior*

By STAFF REPORTS

French fashion house Christian Dior is taking over department store Bergdorf Goodman's New York store to herald the launch of its new handbag shop.

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In honor of the handbag opening on the main floor, Dior is hosting a range of activations across the store, including window displays, personalization services and other programming. Timed for November as the holiday shopping period picks up, Dior's takeover will put it front and center in Bergdorf Goodman.

### Camouflaged in Dior

Dior's takeover is centered on its Camouflage collection, which is debuting first at Bergdorf Goodman. The print features prominently in Dior's installations, including two windows on Fifth Avenue.

Camouflage also pops up in installations on the second floor shoe salon, second floor hallway and escalators.



*Dior's escalator takeover at Bergdorf Goodman. Image courtesy of Dior*

Within the luxury room on Bergdorf Goodman's main floor, Dior has created a baobab Christmas tree.

For Dior's handbag shop, designers Dimore Studio took reference from Christian Dior's namesake founder.

Before becoming a couturier, Mr. Dior worked as an art dealer. Turning the shop into its own art gallery, handbags are presented as collectible items on custom-made fixtures.

Also calling to mind Dior's midcentury origins, Dimore used 20th century lamps within the space.

From Nov. 11 to 25, consumers can visit Dior's handbag shop to take advantage of its ABCDior personalization services, which enables shoppers to get their name put onto their bag. Bergdorf Goodman will be the only U.S. store offering this service on straps and backpacks.

The label has been leveraging multibrand retail partnerships to bring attention to its collection launches.

Dior recently flaunted its autumn/winter 2019 collection through a pop-up in London department store Harrods' exhibition windows.

For the fall line, Ms. Chiuri took inspiration from the Teddy Girls, a 1950s subculture group in working-class Britain that rebelled in the post-war period through androgynous yet Edwardian dressing. Bringing the collection to London, Dior showcased its designs through a street-level takeover at Harrods ([see story](#)).

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