

FOOD AND BEVERAGE

## Bergdorf Goodman joins in-store dining trend with Goodman's Bar for men's shop

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*Goodman's Bar, Bergdorf Goodman's new restaurant in the men's store, has a European flair to it. Image courtesy of Bergdorf Goodman*

By STAFF REPORTS

Adding another layer of experience into the shopping process, New York department store Bergdorf Goodman has added a high-end bar and restaurant inside its men's store on Fifth Avenue.

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Called Goodman's Bar, the restaurant is a collaboration between the retailer and master sommelier Dustin Wilson and Michelin-starred chef Austin Johnson. Dining has become a major investment for retailers such as Harrods, Selfridges, Tiffany's and Bloomingdale's, adding value to the customer shopping experience.

"Our goal was to create a discreet, in-the-know hideaway that's both timely and timeless the kind of place you seek out from locals while traveling or that special recommendation from your favorite globetrotter," said Bergdorf Goodman Men's fashion director Bruce Pask in a statement.

"It's a mix of the perfect all-day caf in Paris, that cozy craft cocktail bar behind an unmarked door in Kyoto, and that aperitivo bar in Milan that makes the best version of your favorite drink," he said. "All of that in one special spot, right here in NYC at BG."

Good life

Goodman's Bar opened this month, serving diners during store hours. It is located on the second floor of the **men's store**, the front of which housed formal menswear.

The restaurant is a vast upgrade from the caf on the top floor of the men's store that was little match for **BG**, the Kelly Wearstler-designed restaurant in the Bergdorf women's store across the street.

Bergdorf's store design team conceptualized Goodman's Bar, aiming to evoke the atmosphere and mood of European cafes and bars, with architectural details borrowed from the store's Art Deco facade and greenery of Central Park a block up.

A bespoke hand-painted mural designed in partnership with de Gournay sets the tone for the restaurant's interiors. This is accented with decorative lighting by New York-based design studio Apparatus and avian photography by Australian artist Leila Jeffreys.

Vintage Franz Schuster chairs adorn the dining room, with seating in the rotunda featuring custom backgammon tables and wingback chairs by Tom Dixon.

The idea with this mix of furniture and setting is to make the restaurant a viable venue for a morning meeting, business lunch or cocktails at day's end.



*Goodman's Bar in the men's store of Bergdorf Goodman on Fifth Avenue in New York. Image courtesy of Bergdorf Goodman*

Mr. Pask worked with denim guru and artisanal up-cycler Maurizio Donadi of Atelier & Repairs to create a Goodman's take on the classic work apron using vintage herringbone denim patched with chambray pockets and contrasting embroidery for a new twist on the uniform.

Mr. Wilson has curated a selection of wines and spirits from around the world, including Krug, Arnaud Mortet and Montevetrano, as well as more progressive wineries like Dhondt-Grellet, Girolamo Russo, Jolie-Laide and Dominio del guila.

The sommelier also developed a cocktail lineup that includes the signature "Goodman's Manhattan" with Templeton Rye, Carpano Antica and Hella Aromatic Bitters and the "Oaxacan Mary," which is a creative take on the Bloody Mary featuring Yola Mezcal.

"My overall vision was to bring together a great mix of classics and some new wave producers, all with an unwavering attention to quality," Mr. Wilson said in a statement.

THE MENU includes classics such as the breakfast sandwich, featuring a runny egg, English cheddar, HP Sauce and jambon de Paris on a toasted English muffin, warm gougres with bacon and cheddar and potato chips served with sour cream and onion, caviar, chive oil and horseradish oil.

Entrees comprise house-made tagliatelle with white truffle and Parmesan to seared scallops with salt-baked celery root, roasted apples and pickled Meyer lemon.

"In maintaining simplicity and quality, I wanted to create a menu that showcases my time spent in Paris and New

York City while also representing the seasonality of the city," Mr. Johnson, the chef, said in a statement.

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