

IN-STORE

Bergdorf Goodman seeks out male consumers with in-store events

October 14, 2011



By KAYLA HUTZLER

New York-based department store Bergdorf Goodman is looking to up its number of male customers through a series of in-store events at its Fifth Avenue store over the next few weeks.

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Luxury Daily

The retailer is holding a special Made-to-Measure suit event that started yesterday and will run through Oct. 15. Additionally, Bergdorf is offering in-store specialized male facials this weekend.

"The Made-to-Measure event was created to provide a store-wide experience for our customers to meet the representatives from the finest tailored clothing and dress furnishings brands in the world and to be measured for their custom clothing," said Bill Cournoyer, vice president and divisional merchandise manager of men's clothing and furnishings at Bergdorf Goodman, New York.

"Every brand represented on our tailored clothing floor is participating, such as Kiton, Tom Ford, Brunello Cucinelli, and Brioni," he said. "In addition, we have invited an exclusive guest, Miller's Oath - New York's own downtown modern haberdashery.

"Kirk Miller, the owner and designer, will be here taking measurements for his signature

custom clothing collection."

Bergdorf is owned by Neiman Marcus Group.

Tailor swift

The Made-to-Measure event is taking place on the second floor of Bergdorf's men's store.

The entire second floor is dedicated to men's suits from designers such as Brioni, Giorgio Armani, Ralph Lauren, Ermenegildo Zegna and Tom Ford.

Branded tailoring experts and some of the designers themselves will be at the store to offer custom fitting and styling, as well as detailing options to male consumers.

"These are treatments that men enjoy and any opportunity to create the proverbial experience is a positive thing for company, regardless of who they are," said Chris Ramey, president of **Affluent Insights**, Miami.

"I think anytime you can expose a service or a product that you have, whether it is under the guise of buying a product or of a short-term experience, it is a positive thing for the company, particularly when it comes to bespoke products like custom fitting," he said.

"A very large percent of individuals who are Bergdorf customers can afford it but probably a small percent have afforded themselves that luxury."

Mr. Ramey is not affiliated with Bergdorf, but agreed to comment as a third-party expert.

The designers are broken up over the three-day event.

THURSDAY, OCTOBER 13

ERMENEGILDO ZEGNA • KITON • KITON/CIPA 1960
BERGDORF GOODMAN MADE-TO-MEASURE SHIRTS



FRIDAY, OCTOBER 14

BRIONI • TOM FORD • ACQUA DI PARMA • MAGNANNI SHOES
BERGDORF GOODMAN MADE-TO-MEASURE SHIRTS

Yesterday featured brands Ermenegildo Zegna, Kiton and Kiton/CIPA 1960.

Brands Brioni, Tom Ford, Acqua di Parma and Magnanni shoes will be on-site today.

However, it is Saturday that will play host to the majority of the brands, including some repeat appearances.

Garments from Belvest, Brioni, Brunello Cucinelli, Ermenegildo Zegna, Giorgio Armani, Isaia, Kiton, Kiton/CIPA 1960, Ralph Lauren Black Label, Stefano Ricci, Tom Ford, Acqua di Parma, Magnanni Shoes and Robin Rotenier will be present on Saturday.

Bespoke brand Miller's Oath, which does not have a regular presence at Bergdorf, will also be there on Saturday as a special guest.

All the normal made-to-measure and custom fitting fees are waived during these three days.

Male shoppers are being encouraged to schedule an appointment over the phone at or to RSVP on Facebook at <http://www.facebook.com/bergdorfgoodman>.

The custom tailors will be at the store from 10 a.m.-7 p.m. Eastern time.

"We will be the exclusive store outside of the Ralph Lauren boutique to offer Ralph Lauren Black Label made-to-measure, as well as introduce Giorgio Armani made-to-measure for the first time at Bergdorf Goodman," Bergdorf's Mr. Cournoyer said. "In addition to tailored clothing, we will only offer at the event special outerwear pieces and accessories.

"Vendors will be bringing special pieces for made to order like a Vicuna Elements jacket from Ermenegildo Zegna, Crocodile duffle bag and briefcase from Stefano Ricci, Reindeer suede bomber with fur lining from Brioni and cashmere and cotton 5 pocket jeans in eight colors from Kiton," he said.

Face time

Tomorrow and Sunday, Bergdorf is also enticing male consumers to stop by the store for an Acqua di Parma Blu Mediterraneo Italian Resort skincare treatment.

The 30-minute complimentary facial will help soothe and restore tired skin, per Bergdorf.

Throughout the treatment, experts will be using only Acqua di Parma Blu Mediterraneo products that contain active botanicals, citrus fruit and vitamins.

Men are also being encouraged to make an appointment for their free facial via phone.

The facialists will be on-site from noon-6 p.m. Eastern time both days.

The two events are being marketed largely on social media and the branded blog at <http://blog.bergdorfgoodman.com/mens>.

A Facebook event has been created for the Made-to-Measure event to which consumers can RSVP that they are attending.

The Made-to-Measure Event

Share · Public Event

Time	Today at 10:00am - Saturday at 7:00pm
Location	Bergdorf Goodman The Men's Store: Fifth Avenue at 58th Street New York, New York
Created By	Bergdorf Goodman
More Info	<p>Bergdorf Goodman hosts the world's finest labels as they offer exclusive made-to-measure services. Meet the experts, select custom details, and enjoy demonstrations by master craftsmen.</p> <p>All Made-to-Measure fees waived*</p> <p>Thursday, October 13 - Saturday, October 15 10am - 7pm</p> <p>To schedule a personal appointment, call 212 339 3342</p> <p>Access the complete listing: http://on.fb.me/nXZOXE Learn more about the event on 5th/58th: http://bit.ly/nGKuVv Learn more about the Acqua di Parma Event on 5th/58th: http://bit.ly/oaz2a0</p> <p>Can't make it to the City? Shop Men's: http://bit.ly/qoHnzI</p>

In addition, the two events have been posted on the branded Facebook wall.

Bergdorf has also put up in-store ads to remind loyal customers about the event and to encourage browsing consumers to return to the store.

"The holidays are coming up and it's an opportunity to prime men for gifts," Affluent Insight's Mr. Ramey said. "In the luxury segment, we tend to forget men because women have historically been the primary purchasers, but that is a mistake.

"The male gender enjoys luxury as much as the female and any opportunity to build that relationship can turn into a long-term and mutually beneficial relationship," he said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

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