

RETAIL

## Bloomingdale's launches Shop for Good for COVID-19 relief

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*Bloomingdale's shoppers in-store and online can donate to their local charity. Image courtesy of Bloomingdale's*

By LUXURY DAILY NEWS SERVICE

Department store chain Bloomingdale's is partnering with 12 local charities combatting the effects of COVID-19 as part of its biannual Fashionable Fundraiser.



Through its Shop for Good campaign, Bloomingdale's shoppers in-store and online can donate to their local charity and support front-line workers. Bloomingdale's is also highlighting a fictional hero by partnering with Warner Bros. and DC Entertainment to sell exclusive items inspired by the upcoming film, Wonder Woman 1984.

"Bloomingdale's is proud to dedicate our Shop for Good campaign to hometown heroes and organizations that provide vital resources to our communities around the country," said Frank Berman, executive vice president/chief marketing officer at Bloomingdale's, in a statement. "These charity partners bolster our communities through medical, financial, mental health and food relief-services."

### Shop for Good

Organizations participating in Shop for Good include First Responders Children's Foundation, Joe DiMaggio's Children's Hospital, Silence the Shame and Philabundance.

Through Aug. 30, in-store shoppers can round their purchase up to the nearest dollar to donate to their local participating organization. Online shoppers are able to make a contribution to the participant of their choice.

Physical stores will also display "hero walls" which spotlight heroes nominated by each local organization or charity.

Bloomingdale's 59th Street flagship will also have special in-store activations celebrating Wonder Woman 1984. The New York store's windows will feature Wonder Woman costumes and shoppers can enjoy themed summer treats on Aug. 14 and 15.



*Lauren Ralph Lauren x Wonder Woman, exclusively for Bloomingdale's. Image credit: Bloomingdale's*

Other select stores will have Wonder Woman photo installations for shoppers to pose with.

Wonder Woman-inspired apparel, footwear and gifts will be sold online. This includes an exclusive collection from fashion label Lauren Ralph Lauren, featuring pieces such as linen shirts, slim-fit blazers and wrap skirts.

Last fall, Bloomingdale's worked with the Kind Campaign in an effort to end girl-on-girl bullying for a philanthropic project. To encourage shoppers to spread kindness, Bloomingdale's hosted a series of activities, including in-store installations, donation drives and a capsule collection ([see story](#)).

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