

RETAIL

Bloomingdale's re-ups with WarnerMedia on new get-out-the-vote campaign

September 3, 2020



Bloomingdale's new Vote face mask, produced in conjunction with WarnerMedia and director Allen Hughes, is intended to encourage U.S. citizens to vote in the upcoming state and general elections. Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's has debuted a new campaign called "Vote" to encourage citizens to vote in the November elections featuring Congress seats and the presidency.

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The Macy's Inc.-owned company has partnered with WarnerMedia to launch a limited-edition face mask created by director and producer Allen Hughes for the When We All Vote nonprofit organization. A major share of the proceeds from the sale of the face mask emblazoned with the word VOTE in white on a black background will go to the nonprofit.

"Bloomingdale's is thrilled to partner with Allen Hughes and When We All Vote to advance the organization's mission of increasing voter participation during this election year and every year," said Frank Berman, executive vice president and chief marketing officer of Bloomingdale's, in a statement.

"Through our Vote campaign, with the support of Allen Hughes, Warner Media and When We All Vote, we seek to utilize our collective platforms to empower Americans of all ages and backgrounds to use their voices at the polls," he said.

Elect to make a difference

This general election is key since both Republicans and Democrats offer sharply contrasting promises to lift the United States. President Donald J. Trump is standing for reelection as the Republican nominee and former Vice President Joseph Biden Jr. is the Democratic nominee.

The Vote campaign is meant to encourage U.S. citizens to vote by mail or in-person. The face mask cannot be more clear.

Mr. Hughes created the Vote face mask which is exclusive to Bloomingdale's.

A pack of two sells for \$18, with \$10 going towards **When We All Vote**, a nonprofit, non-partisan organization that aims to increase participation in every election, and close the race and age voting gap. Pre-orders can be placed on

[Bloomingdales.com](https://www.bloomingdales.com) as the face masks hit stores in the coming weeks.

"This is clearly an existential election year, and it's critical that every eligible voter in every community engage in this election," Mr. Hughes said in a statement.

"The very soul of our nation is on the ballot November 3, 2020," he said.

All 35 Bloomingdale's stores across the U.S. will feature interactive visual displays with QR codes that drive shoppers to When We All Vote's Web site a one-stop shop for registering to vote and requesting a vote by mail ballot.

Bloomingdale's will also mobilize its employees nationwide to increase voter participation through a series of internal projects, the retailer said.

The campaign continues the partnership between WarnerMedia and Bloomingdale's, following their 2017 campaign to support The Defiant Ones, an HBO documentary by Mr. Hughes.

"When We All Vote is on a mission to increase participation in every election, change the culture around voting and close the voting age and race gap," said Crystal Carson, vice president of culture, communications and media partnerships at When We All Vote, in a statement.

"This partnership with Allen Hughes, Bloomingdale's and WarnerMedia provides a platform to help drive impact and raise awareness around the importance of voting, while providing an important and fashionable option to help combat the spread of COVID-19," she said.

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