

RETAIL

Bloomingdale's celebrates inclusivity with Shop for Good' campaign

February 1, 2021



Black Artists + Designers Guild is a global collection of independent Black artists, makers and designers. Image credit: BADG

By LUXURY DAILY NEWS SERVICE

U.S. department store Bloomingdale's has partnered with three cultural institutions and programs for its biannual philanthropic campaign dedicated to celebrating diverse and inclusive voices.

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The Shop for Good campaign will come to life with in-store and online donation opportunities, a special Shop for Good logo created by designer Bradley Bowers, in-store installations across all Bloomingdale's stores including dedicated windows at the 59th Street flagship store and a Shop for Good pop-up that doubles as a storytelling hub. The campaign continues Bloomingdale's ongoing partnerships and support for these organizations.

"Bloomingdale's is proud to support the work of our philanthropic partners and dedicate our Shop for Good campaign to elevating the voices of diverse and inclusive creatives, across fashion, art and culture," said Frank Berman, executive vice president and chief marketing officer of Bloomingdale's, in a statement. "We have an ongoing commitment to champion equity and inclusivity, in addition to raising awareness and resources for the causes our communities and customers care about."

Shop for Good

Bloomingdale's has partnered with [The National Museum of African American History and Culture \(NMAAHC\)](#), the [Black Artists + Designers Guild \(BADG\)](#) and the [American Ballet Theatre's Representation and Inclusion Sustain Excellence \(ABT RISE\)](#) program for its biannual philanthropic project.

To bring a creative spin to the campaign, BADG's Mr. Bowers reimagined the Shop for Good logo in a vibrant 3D-inspired design, which is featured in the campaign's marketing and creative assets.



Shop for Good artwork. Image credit: Bloomingdale's

A Shop for Good pop-up is expected to open at Bloomingdale's 59th Street store featuring visual displays that tell the story behind each organization and its work, along with a curated selection of merchandise that includes products created by BADG designers.

Customers can shop for ethically produced Johanna Howard throw pillows, hand-made Marie Burgos vases and Cheryl R. Riley Glyph Kaleidoscope wall art all BADG members. The shop will also feature children's books from the American Ballet Theatre.

Shoppers can also discover apparel from Phenomenal Woman, a lifestyle brand that brings awareness to social and cultural causes affecting underrepresented communities, along with Briogeo natural haircare finds, Rose & Co. candles from 13-year-old entrepreneur Rose Powell and chef Marcus Samuelsson's newest cookbook.

Throughout the entire month of February, Bloomingdale's customers have two ways to give back to the Shop for Good philanthropic partners: they can donate in-store by rounding up their purchase to the nearest dollar to benefit the organization of their choice as well as make a contribution on [Bloomingdales.com](https://www.bloomingdales.com).

In September 2020, Bloomingdale's launched the "Give Pink" campaign, involving shoppers in a series of virtual events benefitting three philanthropic partners: Breast Cancer Research Foundation (BCRF), The Tutu Project and the Marisa Acocella Foundation, in an effort to end breast cancer ([see story](#)).

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