

RETAIL

Bloomingdale's, Stella McCartney collaborate on pop-up shop

March 4, 2021



The new shop offers an assortment of products from the designer's collections. Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. retailer Bloomingdale's has partnered with British fashion brand Stella McCartney to curate The Carousel at Bloomingdale's: Stellabration pop-up shop.

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The Carousel at Bloomingdale's is a rotating shop driven by culturally relevant themes and curated by guest fashion experts. The new activation features a selection from the brand's collections, as well as eco-friendly items inspired by Stella McCartney's leadership in sustainability.

"Thinking about the future of fashion is what drives and sustains me in all aspects of my work including this project with Bloomingdale's," Ms. McCartney said in a statement. "For us at Stella McCartney, change has always been about being more in tune with Mother Earth and her creatures and using the fashion industry as a platform to make the message desirable.

"I have been working towards this change in the fashion industry for many years, proving that you do not have to sacrifice style for the sake of sustainability," she said. "Living sustainably can start by making small changes, and even these small steps can have a positive impact on the environment."

Carousel at Bloomingdale's

Stellabration will immerse visitors in the world of Stella McCartney, featuring the designer's genderless Shared capsule collection for the first time at Bloomingdale's, as well as its spring 2021 and resort 2021 accessories collections.



The Carousel at Bloomingdale's: Stellabration pop-up shop. Image courtesy of Bloomingdale's

Shoppers will also discover items inspired by Stella's eco-conscious approach across beauty, wellness and home, encouraging them to live a more sustainable lifestyle. The Carousel at Bloomingdale's: Stellabration shop is now open through May 17 at the Bloomingdale's 59th Street flagship in New York City and online at [bloomingdales.com](https://www.bloomingdales.com).

The pop-up will be home to a selection of clean beauty finds, including products from Tata Harper such as clarifying cleansers, water-lock moisturizers, brightening serums and face oils and a selection of cosmetics.

For a more sustainable home, shoppers will find John Robshaw organic bedding, Marie Burgos Collection sustainable candles, Caraway cooking sets, Geocentral shoppe geo Himalayan bath salt crystals, Vegancuts exclusive snack boxes and SVN R handmade jewelry made from re-used, up-cycled and natural materials.

Shoppers at the 59th Street flagship can visit the Bloomscape plant garden to receive a complimentary plant, with a \$100 purchase from The Carousel, from April 17 to May 8. Each plant will have a QR code leading to Conservation International's website for shoppers to learn about the non-profit's mission and to donate directly.

This week, Bloomingdale's introduced new features to its Loyallist program, making it easier for customers to navigate the rewards program and earn more perks. After being the first luxury fashion retailer to introduce a tender neutral loyalty program, Bloomingdale's has now opened all of its tiers to tender-neutral Loyallists, enabling any customer to earn rewards regardless of payment type ([see story](#)).

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