

RETAIL

## Bergdorf Goodman celebrates New York comeback in emotive film

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Model Ella Emhoff is one of the stars of "It's A NY Life." Image credit: Bergdorf Goodman

By KATIE TAMOLA

Department store Bergdorf Goodman is reminding consumers of the unparalleled New York experience in a new short.

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"It's A NY Life" is an ode to New York City in all its glamour and eccentricities, home of iconic fashion, people and locations, including the department store. The film highlights what makes a trip to Bergdorf Goodman and New York a memorable experience after the city, as well as the retail industry, faced serious challenges during the COVID-19 pandemic.

"I do think the ad is effective, as Bergdorf Goodman is an iconic New York City brand with its store located in the heart of the city, Fifth Avenue," said Kalyn Long, corporate communications manager at [enVista](#), Indianapolis. "I think the ad reminds Bergdorf's shoppers of its dedication to the city and its people, even in the midst of such tumultuous times.

"Bergdorf Goodman offers brands and experiences you cannot find elsewhere," she said. "I think Bergdorf's has clientele and regular shoppers that will return time and time again.

"It's a staple in some households and will continue to be even after we all recover from the impacts of COVID-19."

Bergdorf Goodman hearts NY

The 44-second short film features artist Anh Duong and models Ella Emhoff and Alek Wek reciting their favorite aspects of New York City with shots of the women separately visiting disparate sights in Manhattan.

"To the city I love, people talk about New York Strong," Ms. Emhoff says in a voiceover to open the film. "What gets me is the New York shine."

IT'S A NY LIFE The Brooklyn Bridge. The Botanical Gardens. The art openings. The incredible fashion. Even in uncertain times, New York always finds a way to dazzle. Bergdorf Goodman

celebrates the city that never ceases to inspire us. <https://t.co/38zSW1gyOF>  
[pic.twitter.com/ZVV3KS7NTV](https://pic.twitter.com/ZVV3KS7NTV)

Bergdorf Goodman (@Bergdorfs) May 12, 2021

A shot then cuts to Ms. Emhoff walking her bike, looking at the river and smiling at the camera while talking about what she finds most special about the famous city.

A shot of Ms. Wek looking at the skyline comes into view, as the model talks about the glow of the Brooklyn Bridge in the morning.

"The Empire State Building beating a red heartbeat," Ms. Duong's voice cuts in, as the shot cuts to her riding the New York City subway.



*Artist Anh Duong also stars in the short that illustrates the magic of most famous city in the world. Image credit: Bergdorf Goodman*

The three women then embark on quintessential New York City activities: hailing a cab, crossing the street while cars honk and discussing the subway. Although all the women embark on different journeys and activities in their travels, they each have the same destination: Bergdorf Goodman.

"That's the thing about New York, even in difficult times, it always finds a way to dazzle," Ms. Emhoff proclaims as the film ends.

The message of the video is clear: there is an inherent magic in New York, and Bergdorf Goodman is a part of that.

"Bergdorf Goodman is an iconic destination with great restaurants that makes people feel like they are enjoying a classic New York experience," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "This nostalgic feeling will encourage people to venture out.

"It also encourages people to also support other areas in this city as well as in others that need our support physically as well as financially," she said.

The department store has an entire landing [page](#) showcasing their new film as well as those who star in it. The website further explores what the talent loves about New York, while also highlighting the department store's offerings.

#### A return of in-person offerings

Bergdorf Goodman, like many retailers, is looking to turn over a new leaf after facing several challenges amid the COVID-19 pandemic.

The retailer's owner, Neiman Marcus Holding Company Inc., formerly known as Neiman Marcus Group Ltd. LLC, emerged from voluntary Chapter 11 protection in September 2020 after completing its restructuring process and implementing its plan of reorganization.

The Dallas, TX-based retailer, which owns Neiman Marcus and Bergdorf Goodman, emerged with new creditors and equity shareholders and without the \$4 billion-plus in existing debt and more than \$200 million of annual cash interest expense ([see story](#)).

With efforts like "It's A NY Life" the department store is looking to attract returning and new consumers alike, bringing them a piece of the New York City experience while aiming to increase sales and foot traffic.

With COVID-19 vaccination rollouts and an improving outlook, consumers are yearning to return to in-store shopping.

A February LoopMe report found that more than a quarter of consumers, 26 percent, reported being "very" excited to shop for apparel in-store, compared to 21 percent who are "very" excited about returning to malls.

More consumers are expecting to return to malls, with only 17 percent not planning to return in 2021 ([see story](#)).

Bergdorf Goodman joins other retailers looking to continue highlighting their ecommerce offerings but to also remind consumers of the irreplicable experiences of in-person shopping.

"Not only does Bergdorf's pride itself on its exclusivity and next-level luxury, it also prides itself on the relationships it builds with new and repeat clientele," enVista's Ms. Long said. "It is a unique experience you can really only have in store.

"However, I do think we have all witnessed what COVID can do to a heavily brick and mortar retailer, and Bergdorf's seems to have adapted well, realizing that it needed to quickly shift its focus to e-commerce and digital by offering private and virtual appointments as well as curbside and same day delivery," she said. "A store like Bergdorf's knows, no matter digital or in person, customer service is crucial to its success."

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