

RETAIL

## Bloomingdale's celebrates Space Jam with new pop-up

June 4, 2021



*It's Game Time will be open from June 3 to Aug. 16 at the Bloomingdale's 59th Street flagship in New York City. Image credit: Matthew Carasella*

By LUXURY DAILY NEWS SERVICE

U.S. retailer Bloomingdale's is launching a pop-up celebrating one of the most anticipated movies of 2021.

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The pop-up, The Carousel @ Bloomingdales: It's Game Time, is celebrating "Space Jam: A New Legacy" with a new shopping hybrid of fashion, sports, art and entertainment. The space is coming to life through special products including limited edition Space Jam collaborations, outdoor activations and window displays.

"The Carousel @ Bloomingdale's is all about bringing exciting cultural moments to our customers, and what could be more exciting than the release of the new Space Jam: A New Legacy' film," said Frank Berman, executive vice president and chief marketing officer of Bloomingdale's, in a statement. "It's Game Time translates the spirit of the film into a fun shopping destination that blends fashion, sports and even art, and comes to life through special products, outdoor activations and engaging window displays."

### Game time

The latest iteration of the retailer's pop-up shop, in partnership with Warner Bros. Consumer Products, features a unique curation for consumers of all ages with offerings including basketball court-inspired fashion, outdoor gifts and more.

It's Game Time will be open from June 3 to Aug. 16 at Bloomingdale's 59th Street flagship in New York City and will be featured on Bloomingdales.com. Select nationwide Bloomingdale's locations will also feature similar curations celebrating the new film.



*The pop-up shop will offer basketball-themed fashion and more. Image courtesy of Matthew Carasella*

The collaboration includes window displays spotlighting art from filmmaker and contemporary artist Thierry Guetta, under his pseudonym Mr. Brainwash. The windows will showcase one-of-a-kind pieces by Mr. Brainwash that will be available for purchase, created specifically for The Carousel and unveiled on June 21.

"I'm here to celebrate my love of basketball, music, and art with this original artwork collection inspired by Space Jam: A New Legacy, at Bloomingdale's latest Carousel," Mr. Brainwash said in a statement.

Fashion and sports continue to produce meaningful collaborations, with basketball repeatedly making its appearances in the luxury world.

In February, German fashion house Hugo Boss teamed up with the National Basketball Association on a capsule collection, in the latest collaboration between the athletic league and a luxury brand ([see story](#)).

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