

IN-STORE

John Hardy anchors Bloomingdale's New York flagship jewelry department renovation

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By KAYLA HUTZLER

Balinese jeweler John Hardy is playing a major role in the renovation of department store Bloomingdale's flagship jewelry section in midtown Manhattan, New York.

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Bloomingdale's has redesigned numerous aspects of the store including the balcony which has new custom- designed counters for luxury jewelers Ippolita, Roberto Coin and John Hardy. The latter's section was a joint venture with Bloomingdale's and is complete with specially-designed wood cases and a dragon-detailed center column to create a special branded environment.

"It is very important to us to have this counter at Bloomingdale's because a counter is a home," said Damien Dernoncourt, CEO of **John Hardy**, Bali. "The counter is the message you give to the customer coming here.

"It's a bit like when you do a mission statement on the Web site – it has to say who you are," he said. "The brand is very strong, sensual and sincere, and so the material that we use in Bali and the materials that we work with everyday are present in the counter.

"The metal that we work with every day [and] the wood is all important because it says

who we are and the strengths of the jewelry.”

Year of the Dragon

The John Hardy counter was unveiled through a special event at Bloomingdale's 59th Street location in the Manhattan district of New York with the jeweler's creative designer Guy Bedarida and Mr. Dernoncourt last week.

Shoppers were able to speak with the two men and get expert styling advice from Mr. Bedarida.

The John Hardy counter is located at the top of the steps up to the balcony, making it a natural first stop to any visitors of the jewelry department.

John Hardy has a circular counter that is made out of materials from Bali.



The center column will be wrapped in a dragon detail to emphasize the theme of the collection, which is inspired by the legend of the dragon in Bali culture.

Last week, the John Hardy counter was highlighted and celebrated through a center display of the Naga collection and a large, red-rose display that was shaped like a dragon.



“The counter is meant to have a little bit of Bali here in New York City, which you can see with the dragon,” Mr. Bedarida said.

“The dragon is one of my favorite themes for 2012 for my collection because it is beautiful and it is a symbol of prosperity and eternal love,” he said.

Turning a new leaf

John Hardy is not the only new addition to the newly redesigned Bloomingdale’s jewelry balcony – Ippolita and Roberto Coin also debuted new counters this season.

Indeed, the Third Avenue side of the store now features counters from Dodo, Links of London and Tous.

Bloomingdale’s also took in a slew of new jewelry designers that are now being sold throughout the store, including Brumani, Buccellati, Bulgari, Damiani, Di Massima, Di Modolo, Georg Jensen, India Hicks, Paul Morelli, Suzanne Kalan, Vianna Brazil and Yvel.

The apparel and shoe departments of the New York Bloomingdale’s have also been redesigned.

The shoe department is a combination of romanticism and minimalism and will feature small personal shopping areas for specific brands, per the retailer.

Bloomingdale’s has also created a 5,000 sq. ft. addition to the second-floor shoe department to house new vendors such as B Brian Atwood, Rachel Zoe, Taryn Rose and the Ugg Australia collection.

The second floor will also feature a special Stuart Weitzman shop-in-shop and a Havanitas store that will contain a new “make your own flip flop” station.

Going up one floor, Bloomingdale’s has added better lighting fixtures throughout the third floor as well as two new shop-in-shops.

For example, the Donna Karan New York shop is now tech-savvy and interactive with floor-to-ceiling video displays and a large touch screen where shoppers can select the videos and read DKNY PR Girl's blog.

Additionally, the Elie Tahari section has been redesigned and enlarged and now takes up 2,000 sq. ft. of the third floor.

The fourth floor also boasts a new shop-in-shop from hosier Spanx and redesigned areas for the brands Burberry London, Burberry Prorsum, Akris Punto and St. John.



"John Hardy has a great design aesthetic, and the Bloomingdale's shopper enjoys making a style statement with his pieces," said Francine Klein, executive vice president and general marketing manager of fashion accessories, cosmetics and fine jewelry at [Bloomingdale's](#), New York. "John Hardy is constantly adding newness and excitement to the assortment both in the gold and silver arenas.

"Bloomingdale's is currently renovating our fine jewelry world so that we may offer our loyal fine jewelry customers the opportunity to shop in an environment that's appropriate to the department and the overall assortment," she said.

Final Take

Guy Bedarida, creative director of John Hardy, New York

Final Take

A short video of the new John Hardy counter in Bloomingdale's New York

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