

RETAIL

## Bloomingdale's partners with DonorsChoose for back-to-school support

July 30, 2021



*Joe's Jeans is one of the brands featured in the back-to-school pop-ups at Bloomingdale's. Image credit: Joe's Jeans*

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's is supporting teachers during the back-to-school shopping season by teaming with the platform DonorsChoose for its biannual philanthropic campaign, Shop for Good.

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Throughout the month of August, Bloomingdale's shoppers can contribute to [DonorsChoose](#), either shopping online or in-store. To promote the charitable endeavor, Bloomingdale's will have in-store visual installations at all locations and pop-ups at select stores.

"Bloomingdale's is proud to partner with DonorsChoose and dedicate our Shop for Good campaign to supporting public school teachers across the country," said Frank Berman, executive vice president and chief marketing officer at [Bloomingdale's](#), in a statement.

"This year more than ever, teachers need the right resources and supplies to provide their students with a meaningful education," he said. "This campaign is meant to mobilize our communities around this important cause and amplify the incredible work DonorsChoose is doing around education."

Back-to-school

DonorsChoose is used by teachers in 85 percent of public schools in the United States as way to request educational resources, including basic school supplies, technology and books with diverse and inclusive characters.

During the month of August, Bloomingdale's shoppers can roundup their purchases in-store or make \$10 online contributions to support DonorsChoose. Shoppers can also select whether they want their donations to fund basic school supplies, books or mental health resources.

After requests are funded, DonorsChoose ships items directly to teachers across the U.S.

"Students are returning to school during what could be the most important back-to-school season in a generation," said Charles Best, founder of DonorsChoose, in a statement. "Shop for Good will empower teachers to start the year strong and help students access materials that will enrich their education."



*From Aug. 1 to Aug. 31, Bloomingdale's can support DonorsChoose. Image credit: DonorsChoose*

Stores in Atlanta, Chicago, Los Angeles and New York among those selected for Shop for Good pop-ups in August.

Brands including Aqua, Joe's Jeans, Vineyard Vines and Lacoste will display their kids' styles during the pop-ups. On select Saturdays, families can also visit customization stations where they can personalize their purchases with patches, studs and other embellishments.

For its spring Shop for Good initiative, Bloomingdale's partnered with three cultural institutions and programs to celebrate diverse and inclusive voices.

The retailer 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 ([see story](#)).

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