

RETAIL

## Bergdorf Goodman encourages discovery, fantasy with art exhibit

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*"Obsessions and Confessions" by pop artist Kristin Simmons is running at Bergdorf Goodman through next month. Image courtesy of Bergdorf Goodman*

By KATIE TAMOLA

Department store Bergdorf Goodman is inviting consumers to obsess and confess through an in-store activation.

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The department store is currently holding an art exhibit by pop artist Kristin Simmons with art, toys, games, photo vignettes and decorations celebrating where wonder and exploration meet discovery and introspection. Bergdorf Goodman is inviting consumers to experience the free exhibit, a commentary on the luxury most people desire.

"Bergdorf Goodman is rooted in the discovery of whimsical fantasy and unabashed luxury," said Andrew Mandell, vice president and divisional merchandise manager of decorative home and jewelry at [Bergdorf Goodman](#), New York.

"At her core, Kristin understands what makes Bergdorf Goodman such a remarkable experience and expresses that in the work we're showing on our seventh floor," he said. "It's a witty take on the desire that transfixes our customers when they visit us, imbued with a playful, colorful and at times hilarious spirit."

For everyone to discover

"Obsessions and Confessions" is a sensory overload, spanning the seventh floor of the department store's Fifth Avenue flagship. Curated rooms offer dozens of pieces of art, toys and beyond as shoppers are transported into the bright and fun mind of the artist.

"Bergdorf Goodman understands the value of newness, collaborations and their loyal and anticipated communities," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "It respects and appreciates talent, the arts and the universal stage its brand commands."

With signature pieces that capture the joyfulness and unapologetic aspect of luxury, the artist pokes fun at overindulgence and society's incessant need for more.



*While visiting the exhibit, consumers are allowed to want it all. Image courtesy of Bergdorf Goodman*

Each room of the exhibit offers a new experience, from "Women of Wall Street" which invites guests to a bold and colorful environment with large images of cash to "Gumball Glamour," an adult candy store that offers all the essentials anything from bedazzled Swarovski candy machines to vodka and Botox.

With the presentation, it is clear that the artist is in on the joke, and believes that art should be accessible to all.

Ms. Simmons made it so that if you cannot necessarily afford or own luxury things, you can at least own and experience the entertaining feeling of aspiration. Shoppers can enjoy having fun and being impressed.



*The exhibit pokes fun at an all-encompassing and collective sense of aspiration. Image courtesy of Bergdorf Goodman*

The exhibit is open from Feb. 3 to March 20. Those who want a piece of art to keep can purchase a limited-edition puzzle for \$75 made in collaboration with Jiggy featuring Mr. Simmons' art or a piece that contains designs from the artist's "Bad Habits" series of screenprints for \$90.

Original works on display range from \$3,000 to \$60,000.

A portion of the works sold at the exhibition will go to [Free Arts NYC](#), an organization that empowers youth from underserved communities and provides art and mentoring programs to foster creativity and other skills.

"As a native New Yorker, I always felt Bergdorf Goodman was more of an interactive museum than a department store it's not only the epitome of luxury but also of discovery, of both the established and the emerging across multiple creative mediums," Ms. Simmons said.

"More importantly, I want people to feel both welcomed and curious, and to know the art is for everyone to discover," she said. "That's why I create pieces within a broad price range and why a portion of the proceeds will benefit Free Arts NYC."

#### Art of Bergdorf Goodman

For many people, Bergdorf Goodman represents two entities quintessential New York and chic luxury.

The department store continues to produce campaigns, offerings and content that invite consumers to be a part of the adventure. It also continues highlighting the delightful overlap between fashion and art.

Last May, Bergdorf Goodman reminded consumers of the unparalleled New York experience in a new short.

"It's A NY Life" is an ode to New York in all its glamour and eccentricities, home of iconic fashion, people and locations, including the department store. The film highlighted 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 ([see story](#)).

In 2018, global art platform Artsy is joining forces with Dior, Bergdorf Goodman and American Express to spotlight some of the most significant contemporary artists.

The Artsy Vanguard was a collaborative project that spanned in-store displays and editorial content. Using Bergdorf's iconic windows to display art, the multichannel initiative brought together art and fashion, two fields that frequently collide over shared creative pursuits ([see story](#)).



*"Obsessions and Confessions" is the latest symbol of Bergdorf Goodman's affinity for art. Image courtesy of Bergdorf Goodman*

Bergdorf Goodman's appreciation for art is an important way for the retailer to connect with shoppers.

"While retail today operates on multiple platforms, Bergdorf Goodman has opted to continue to feed and draw in audiences to its 5th Avenue location," Ms. Miller said.

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