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Bloomingdale's teases 150th anniversary celebration with popups, collaborations

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Bloomingdale's will kick off its official 150th anniversary celebration in September. Image credit: Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's is planning for a special anniversary, previewing a celebration for September.

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Bloomingdale's will be celebrating its 150th anniversary in the fall and is promising an unprecedented, multi-faceted commemoration. Celebration plans include unique shopping opportunities, luxury collaborations, popups and special events.

"This significant milestone represents a unique moment in Bloomingdale's rich history to not only celebrate our heritage, but to also look ahead to our next chapter," said Tony Spring, CEO of **Bloomingdale's**, in a statement. "Some of fashion's best brands started here, trends have been ignited here, and discoveries are made here every day."

Like no other store

Bloomingdale's locations across the country will be participating in this impressive anniversary celebration.

Special programming will take place at select stores, including the 59th Street flagship, South Coast Plaza, North Michigan Avenue, Valley Fair, and Chestnut Hill, among others.



Special activations will be held at select locations, including Bloomingdale's flagship department store in New York. Image credit: Bloomingdale's

The Bloomingdale's 150th Anniversary Exclusive Collection will feature several designer collaborations with more than 300 products across several luxury sectors including fashion, accessories, home and fine jewelry.

The chain will be releasing 150th-anniversary branding woven throughout its campaign, commemorative collection and unique consumer experiences. The store will also be partnering with community organizations in giving back to the areas where they have thrived.

Last month, Bloomingdale's collaborated with the Broadway community for a meaningful initiative.

Bloomingdale's commemorated Mental Health Awareness Month by partnering with one of Broadway's most beloved musicals.

Bloomingdale's has partnered with mental health nonprofit Child Mind Institute and the Tony and Grammy Award-winning production, Dear Evan Hansen. With a series of activations, Bloomingdales and its partners were aiming to reduce the stigma associated with mental health ([see story](#)).

"Bloomingdale's has always been a brand that inspires, bringing people, style, culture, and technology together," Mr. Spring said. "It's like no other store in the world, and will continue to be so for decades to come."

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