

RETAIL

Bloomingdale's reveals celebration plans for 150th Anniversary

August 15, 2022



Bloomingdale's celebrates 150 years of retail. Image credit: Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. retailer Bloomingdale's is getting ready for a major milestone 150 years of business.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The retailer will kick off its anniversary campaign during New York Fashion Week in September with the annual Harper's Bazaar "Icons" party. It will also host several special events with designers, celebrities, immersive activations and exclusive merchandise.

"Bloomingdale's has pioneered the modern retail experience for one hundred and fifty years," said Tony Spring, chairman and CEO of Bloomingdale's, in a statement. "We are a company with a rich heritage and, this September, we have so much to celebrate as we look ahead to the future.

"As we commemorate this milestone, we want to make everyone part of the celebration," he said. "Bloomingdale's will share this occasion with the customers, colleagues, partners and communities who have made us who we are and who are coming with us on the journey into Bloomingdale's next era."

150 years of retail

On Sept. 8, 2022, Bloomingdale's will launch its 150th Anniversary collection, including more than 300 exclusive products and styles developed in partnership with major brands and designers such as Gucci, Balenciaga, Prada, Valentino and more.

Additionally, the retailer is launching an immersive virtual store with ecommerce technology provider Emperia. Also debuting on Sept. 8, the virtual space will invite visitors to discover products, play games and unlock surprises.



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

On Sept. 9, 2022, Bloomingdale's will, for the first time, host Harper's Bazaar's annual "Icons" party at its 59th Street flagship store. Following the event, miniature versions of the cocktail party will take place across the country.

On Sept. 10, 2022, all Bloomingdale's stores will host an Anniversary Bash, taking inspiration from the retailer's clientele in the 1970s. Customers will be invited to partake in the festivities with in-store events, special shopping activations and entertainment.

Throughout the fall season, select Bloomingdale's stores will host special experiences as part of the 150th Anniversary celebration in collaboration with a line-up of design partners and brands.

Immersive pop-up shops, trunk shows and shoppable installations will be activated with brands ranging from La Prairie, Ralph Lauren and Louis Vuitton to Bernardaud, Devialet and more.

The retailer began teasing its 150th Anniversary celebrations in June to garner excitement throughout the summer months ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.