

RETAIL

Bloomingdale's boasts entertaining, wide-ranging activations for momentous anniversary

September 9, 2022



Bloomingdale's will kick off its official 150th-anniversary celebration on Sept. 10. Image credit: Bloomingdale's

By KATIE TAMOLA

U.S. department store chain Bloomingdale's is celebrating quite the momentous anniversary with a series of innovative and entertaining activations.

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

Beginning Sept. 10, the luxury shop is hosting a series of in-store events to honor its 150th anniversary. From "Saturday's Generation" gatherings to the introduction of a virtual store, Bloomingdale's is going all out for its special anniversary, offering consumers something celebratory at every turn.

"Saturday's Generation is such an iconic part of our rich heritage," said Frank Berman, executive vice president and chief marketing officer at **Bloomingdale's**, in a statement.

"As we celebrate 150 years, we're excited to revive Saturday's Generation for our next era and share it with today's contemporary generation of shoppers in a fresh, innovative way."

A nod to heritage

The "Saturday's Generation" celebrations refer to a term of endearment used for Bloomingdale's shoppers from the 1970s.

These celebrations center the consumer, taking place at all Bloomingdale's stores with special activations at select locations. Special celebratory activations will include photo booths, live DJs, sneaker customization stations, trunk shows and more.



Several locations will have immersive, enticing activations in honor of the momentous occasion. Image credit: Bloomingdale's

The 59th street flagship location will be the hub for the ultimate "Saturday's Generation" celebration, with activations being held across every department on every floor.

A branded food truck offering complimentary items to any consumer who makes a 150th-anniversary merchandise purchase will be present outside.

Other notable activities occurring at this store include popups from designers and brands, offering merchandise and personalization services. Baccarat, Golden Goose, David Yurman, Devialet, Polo by Ralph Lauren, La Prairie, Louis Vuitton, Jimmy Choo and Coravin are among the brands attending.

Students from the Fashion Institute of Technology will be present at select locations, offering a personalization service for guest shopping bags.

All consumers who attend the event will receive a commemorative limited-edition canvas bag version of the iconic Bloomingdale's brown shopping bag.

All Saturday's Generation events will take place on Sept. 10 from 1 p.m. to 5 p.m.

Embracing the future

As Bloomingdale's celebrates its vibrant past, it is also exploring how it will carve a space for itself in the future.

As part of its 150th-anniversary celebration, the chain has tapped Emperia, a virtual reality technology developer, to help craft its futuristic virtual store. The virtual store will feature brands including Baccarat, MCM, David Yurman, Ralph Lauren and more, offering consumers an innovative and unparalleled experience.

Whether virtual or tangible, Bloomingdale's has spent years providing unparalleled and exciting activations for shoppers, and its recent efforts indicate it will continue to do so.



Bloomingdale's continues to offer meaningful, rich shopping experiences. Image credit: Bloomingdale's

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

Bloomingdale's 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 are aiming to reduce the stigma associated with mental health ([see story](#)).

Last year, Bloomingdale's is taking consumers on an outdoorsy merry-go-round with its new concept shop by designer, fashion and travel blogger and influencer, Rocky Barnes.

The Carousel @ Bloomingdale's: Happy Campers is bringing all the stylish coziness of the fall season to one place, with a unique curation inspired by outdoor adventures, including men's and women's fashion, beauty, home, kids and exclusive pieces from Ms. Barnes' brand, The Bright Side. Happy Campers is now open through Nov. 1 at Bloomingdale's 59th street flagship in New York City, with offerings also available on Bloomingdales.com ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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