

RETAIL

Bergdorf Goodman centers fashion's finest with 'Only in New York'

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The iconic department store celebrates a new generation of designers with a dinner table full of illustrious fashion faces, all "gathered" in honor of NYC. Image courtesy of Bergdorf Goodman/Joana Avilez

By AMIRAH KEATON

In light of New York Fashion Week, department store Bergdorf Goodman is supporting homegrown talent in partnership with a standout creative and an irreplaceable crew.

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In honor of homegrown innovation, a group of fashion's most illustrious faces "gather" around the dinner table to commemorate the creativity that belies New York City's fashion circles. From Feb. 8 to Feb. 12, an accompanying campaign illustrated by none other than Joana Avilez sees the iconic department store pulling out all of the stops, a fabulous cast, cool visuals, an ambitious batch of up-and-coming designers and a smart commercial play among them.

"Creativity is synonymous with both Bergdorf Goodman and our hometown, New York City," said Elle Strauss, vice president of brand marketing and creative at **Bergdorf Goodman**, in a statement.

"Only in New York" was created to give a platform local design talent as well as the colorful characters that make this city so rich," Ms. Strauss said. "The dinner party of our dreams illustrated brilliantly by Joana Avilez captures the artful heartbeat of New York through the distinctive lens of Bergdorf Goodman and we're thrilled to bring it to life."

Born in NYC

A set of drawings define Bergdorf Goodman's brand-new initiative, which acts as an ode to its city of origin.

Ms. Avilez's images depict *Vogue* editor Gabriella Karefa-Johnson, music producer Mark Ronson, American actress Chlo Sevigny and distinguished fashion director Linda Fargo, as well as names including Dara Allen, Hailey Benton-Gates, Deeda Blair, Laila Gohar, Gaetano Pesce and Antwuan Sargent, all of whom don the work of a special set of designers.

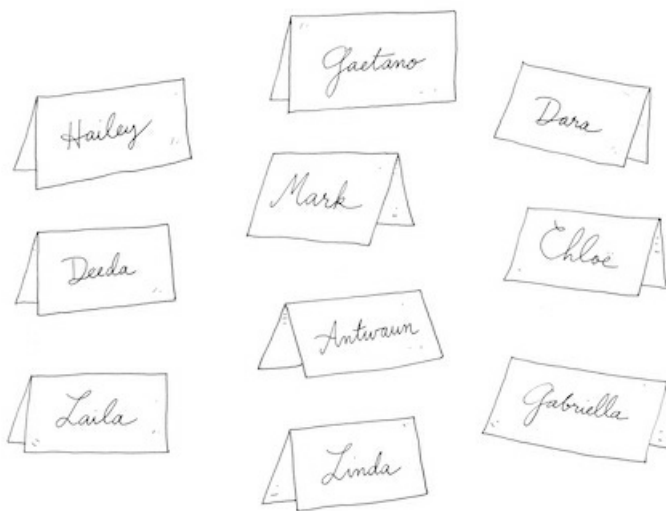


Images courtesy of Bergdorf Goodman/Joana Avillez

Therein, Bode, Peter Do, Luar, Theophilio, Khaite, Diotima and Zankov mark the names of those labels up next.

"For the past few seasons in New York, we have seen a new generation of designers stand up and articulate completely unique perspectives on what fashion can and should be," said Yumi Shin, chief merchant at Bergdorf Goodman, in a statement.

"The energy during New York Fashion Week, that has recently been driven by ingenuity in design, inclusivity, and a commitment to sustainability, is undeniable," Ms. Shin said. "Myself, and the team Bergdorf Goodman, are determined to stand alongside them in support and bring their visions to our customers."



Images courtesy of Bergdorf Goodman/Joana Avillez

On the commerce end, Bergdorf Goodman is letting its intentions be known the department store aims to uplift the cohort in multitudinous ways, starting with an epic window display.

From there, collections will be infused throughout the space at the crossroads of 5th Avenue and 58th Street.

An interactive dinner party installation is to be made available on the first floor of the department store, while, on the third, large-scale illustrations will fill hallway whitespace.

The theme carries through to the BG Restaurant, wherein guests can partake in an NYFW "specials menu." The curation features four designers' favorite New York dishes.



Image courtesy of Bergdorf Goodman/Joana Avillez

Above all, looks featured "at the table" and across drawings will be made available on-site and online.

In a move to further amplify awareness in the digital sphere, the store's social channels will soon feature "Only in New York" content and editorial layouts, each additionally rooted in the spirit, sights and sounds of New York Fashion Week.

The (City) of Fashion Designers of America

With "Only in New York," Bergdorf Goodman platforms purpose, embracing the "new-and-now" in an unconventional manner.



Image courtesy of Bergdorf Goodman/Joana Avillez

Against a background of entrepreneurial ventures ([see story](#)) and scholarship programs ([see story](#)) alike, the NMG-owned entity shines, in its authentic approach to reaching across the aisle.

The leverage that the landmark institution is capable of providing is one thing more than enough considering a heritage 122 years deep, one that has, in and of itself, defined the history of luxury in New York City.



Image courtesy of Bergdorf Goodman/Joana Avillez

Yet and still, the decision to elevate the effort by bringing famed fashion faces along for the ride works to ensure next-level reach both online and off, to the ultimate benefit of those designers involved.

With the hustle and grind of a bustling business week near, Bergdorf Goodman's fantastical exercise is expertly

grounded in a foundational reminder at core, fashion is fun.

"Only in New York" proves no exception to this golden rule.

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