

RETAIL

## Bergdorf Goodman launches circular wardrobe consultation service

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*The retailer has launched "Conscious Closet," a program seeking to extend the life of its client's most-loved luxury goods. Image credit: Bergdorf Goodman*

By LUXURY DAILY NEWS SERVICE

Department store Bergdorf Goodman is introducing a new service aimed at helping consumers make full use of high-end holdings.

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The retailer has today launched Conscious Closet, a program seeking to extend the life of its client's most-loved luxury goods. Consisting of five pillars including wardrobe edits, apparel repairs and alterations, and the facilitation of resale listings and donation options, Bergdorf Goodman steps into the circular economy at scale with the announcement.

"We're thrilled to be launching Conscious Closet, an integrated set of service offerings that combine our efforts in circularity with our legendary client experience," said Melissa Xides, chief retail officer at **Bergdorf Goodman**, in a statement.

"The program has been designed to extend the use of the beloved items in our customers' closets and we're certain this first-of-its-kind program will be a welcome addition to the services we provide our customers."

Conscious commitments

Bergdorf Goodman's latest launch covers five primary areas of focus.

Each client can expect the Conscious Closet experience to begin with a stylist consultation, which includes a full wardrobe review, during which the associate identifies whether garments should be edited, repaired, altered or resold.

Regardless of outcome, the process is intended to operate seamlessly, lending clients a fresh set of eyes on items that may appear to have lost their initial luster over time. An at-home closet editing tool intends to restore this excitement.



*Occupying positions dealing with offline and online operations, the department store's omnichannel investments involved the promotion of Cheryl Han (left) and Melissa Xides (right) in April 2022. Image credit: Bergdorf Goodman*

Through style advice relayed on behalf of a personal shopper, clients are promised a focused wardrobe of foundational pieces through the unparalleled expertise of Bergdorf Goodman's representatives, according to the department store.

The New York City-based name is leaning on a network of strategic partners and leveraging its own in-house services, now offering a package of personal shopping solutions under one cohesive umbrella.

Gaining access to longtime partner Santana Leather Care's leather-made care and craft mastery, Conscious Closet clients can also preserve the integrity of their handbags and shoes.

Santana Leather Care provides footwear resoling and stretching, leather redyeing and refinishing and hardware replacement, among other adjustments and whether at home, in the fitting room or virtually, clients can additionally make use of Bergdorf's on-site atelier to ensure the perfect fit for apparel.

Editing, repairing and alteration services aside, Bergdorf Goodman will offer those interested in reselling any pieces entry into the secondary market via its long-term equity investment in Fashionphile ([see story](#)), the country's largest resale platform for buying and selling ultraluxury, pre-owned accessories.

Clients who participate will exchange the value of any listed items for Bergdorf Goodman gift cards.

Finally, the Neiman Marcus-owned entity has partnered with Give Back Box to feed any client donations to local charities in need.

The Conscious Closet program ladders up to Conscious Curation, marking an ongoing commitment to the curation of ethical and sustainable products.

Both programs aid in the achievement of the Neiman Marcus Group's (NMG) ESG strategy-affiliated aim to extend the useful life of 1 million luxury items through circular services by 2025.