

MOBILE

Bergdorf Goodman partners with Zite to offer brand-specific content

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By TRICIA CARR

New York-based department store Bergdorf Goodman upped its mobile offerings through new digital content styled Bergdorf Goodman Vision in Zite's mobile application.



The Zite application will now have a Bergdorf Goodman Vision section as a part of its aggregated content dedicated to articles that fits the taste of the brand's luxury consumers. Content from Bergdorf Goodman will include dining, fashion and New York culture.

"The personalized magazine experience Zite offers allows users to aggregate articles according to their specific interests and we feel this convenience will really resonate with our busy audience," said Mallory Andrews, senior vice president of sales, promotion, marketing, and public relations at Bergdorf Goodman, New York.

"For Bergdorf Goodman, the relationship reinforces its position as a luxury brand that is very forward-looking," said Martin Stoddart, vice president of business development at Zite, Seattle.

"It also aligns the brand with a highly successful mobile platform," he said. "[Zite's] readership is already skewed toward a higher-end socio-demographic mix.

"Bergdorf Goodman will be reaching a highly-attractive and highly-interested readership

with their section.”

Zite is a free personalized magazine app for the iPad and the iPhone. It was named the No. 1 iPad news app of 2011 by Apple and the top iPad app of 2011 by The New York Times.

Zite was acquired by CNN in 2011.

Zite to see

Bergdorf Goodman Vision will aggregate personalized content tailored for each reader as the Zite app does with all content.



Bergdorf Goodman Vision on Zite

Users customize their personal magazine by rating each article. The more readers interact with Bergdorf Goodman Vision, as well as all content on the site, the more customized the content will be.

For example, if a reader gives a thumbs-up to an article about a local eatery, the user will receive more food-related content in Bergdorf Goodman Vision.

Bergdorf Goodman Vision will offer content for its consumers in subjects such as runway fashion, street style, fine dining, arts and entertainment, travel and New York culture.

The retailer will draw content from all over the Web and its blog 5th/58th, which covers fashion, accessories, beauty, the brand's window displays and New York culture and people.



Bergdorf Goodman's 5th/58th blog

Bergdorf Goodman also partnered with Zite in February to give readers a front-row seat to New York Fashion Week.

“Bergdorf Goodman Vision will bring together high quality and relevant articles from all across the Web,” Mr. Stoddart said.

“Bergdorf Goodman fans will embrace the selection of articles that closely align to the brand and its vision,” he said.

Digital days ahead

Bergdorf seems to have partnered with Zite to fervently continue its increased digital marketing efforts.

The partnership makes sense because luxury consumers have access to iPads and iPhones. Moreover, the Zite app is free to download.

Bergdorf is the first luxury retailer with which Zite has partnered. It has also partnered with lululemon and Intel.

This innovative partnership between Bergdorf and a digital media brand comes after the retailer earned the title of 2011 Luxury Retailer, the most prestigious award in luxury marketing for a retailer ([see story](#)).

Bergdorf recently did another digital campaign, Bergdorf's Shoes About Town, using the Instagram photo application to increase awareness of the retailer's shoe salon offerings ([see story](#)).

“As Zite grows its business, it is looking to work with a limited number of premium brands,” Mr. Stoddart said.

“Not only is the Bergdorf Goodman brand highly aligned with Zite's readership, it is also highly innovative in working with social and mobile platforms,” he said. “It is, therefore, a natural partner for Zite.”

Final Take

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