

MAIL

## Bergdorf captures season trends through spring magalog

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By RACHEL LAMB

New York-based department store Bergdorf Goodman used its spring magalog to explore themes including tailoring, new collections, patterns and New York culture through advertisements, editorial and multichannel touchpoints.

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The double-sided catalog reveals editorial content from Bergdorf big-shots such as creative director Linda Fargo as well as ads from storied luxury brands including Ralph Lauren, Burberry, Prada, La Mer and Bulgari. Consumers can also read interviews with industry tastemakers and use contact information to shop and view behind-the-scenes content through Web and mobile calls to action.

"A catalog has staying power, 'shelf-life' so to speak," said John Shulte, president and chairman of the National Mail Order Association, Washington. "The branding power of a luxury catalog is hard to beat, they can be like a coffee table magazine.

"Outside of a store, I cannot imagine a more versatile way to show and emphasize a lifestyle you want to portray than with a printed catalog," he said.

Mr. Schulte is not affiliated with Bergdorf, but agreed to comment as an industry expert.

**Bergdorf** was not able to respond before press deadline.

## Springing ahead

The Bergdorf spring collections catalog is approximately 303 total pages. It is printed on over-size, semi-glossy paper with thick-stock pages for its front and back covers.

The men's section is 76 pages while the women's section is 266 pages.

The content in the women's section gives 360-degree coverage of apparel, accessories, culture, runway gossip and features that Bergdorf's customers likely care about.

Some of the main features include a Q&A with designer Stella McCartney, Ms. Fargo's notes from the runway, how nature inspires fashion and where to see and be seen in New York.



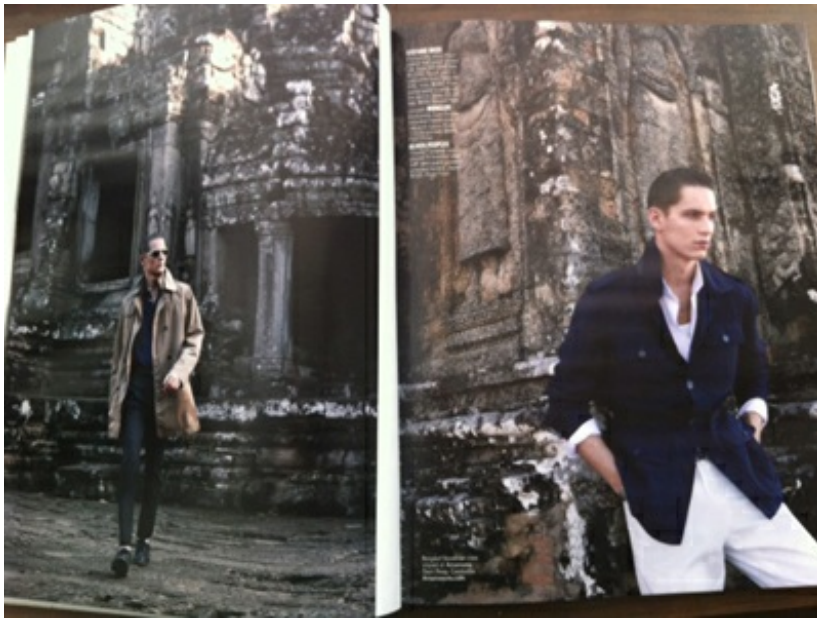
## Store calls-to-action

The front inside-cover of the magazine is from the Ralph Lauren collection, which has been the first ad in a few luxury-focused publications in March and April ([see story](#)).

Interspersed through the editorial and advertorial are ads from Prada, Bulgari, La Mer, Chanel and Valentino.

Flipping the catalog over brings consumers to the men's section. Features here include notes from the runway, eyewear and New York hotspots.

Also, Ralph Lauren Black Label, Acqua di Parma and Zegna are a few of the marketers that are taking up real estate in this magalog.



### *Bergdorf's mens content*

“Catalogs are an opportunity to tell a compelling story with beautiful photography and also drive home the brand’s theme,” said Adriana Estrada, senior strategist at Siegel+Gale, New York. “Catalogues highlight the key pieces in the collection and provide consumers with the ability to see how they fit into the brand story.

“Also, catalogues can live as reminders on a coffee table or desk to shop for your favorite brands,” she said.

### Touching points

Bergdorf is working on keeping the catalog multichannel by inserting calls-to-action to its store and through Web and mobile calls-to-action.

For example, Bergdorf lists the product, price and floor of its store of products shown in its advertorials at the end of the women’s section.

There are multiple mentions of telephone numbers, email addresses, store hours and Bergdorf’s physical address every few pages.

The brand also includes mention of its blog 58th/5th and Web site at <http://www.bg.com> throughout the catalog.

Consumers can also scan a QR code that brings them to a mobile version of Bergdorf’s blog.



### *QR codes in the Bergdorf catalog*

Web offerings have their own section in the men's and women's table of contents with the promise of behind-the-scenes footage and access to constantly-updated information on Bergdorf's social media channels.

Since younger consumers are not the demographic most interested in catalogs, multimedia could be the answer for luxury marketers looking to access aspirational consumers.

"Catalogues are not the most effective way to reach younger consumers," Ms. Estrada said. "The youth demographic is certainly aware of traditional luxury brands because of their presence in magazines, websites and popular culture."

Other luxury brands seem to be getting that message, since many are using multichannel touchpoints in their catalogs and direct mail pieces.

For example, Bloomingdale's is proving that mobile plays an integral role in the company's overall strategy via a new catalog that not only promotes its recently launched iPad application, but also includes QR codes and SMS calls to action throughout ([see story](#)).

In addition, British jeweler Astley Clarke aimed to both acquire and retain consumers with two Christmas-themed mailers that are promoting gifts and products for the holiday season through Web and mobile efforts ([see story](#)).

"I would say the majority of young people are tech-savvy, so new marketing tools like QR codes certainly have their place with the young and may help engage them in a certain way," NMOA's Mr. Schulte said. "But the product line itself must match their desires and lifestyle, new technology does not make people desire something, it helps them get more information and order something that they have an interest in."

"Sales and Marketing fundamentals cannot be ignored just because a new technology is available," he said. "New technology should not be used just to make it look like you're hip."

“Modern techniques are for everyone, just use them wisely.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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