

RETAIL

'Big Brown Bag' anniversary celebration continues at Bloomingdale's

September 25, 2023



The retailer's Big Brown Bazaar runs through Oct. 26, 2023. Image credit: Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's is celebrating a momentous occasion all month long.

Having spent half a century handing out its most popular "shopper," the famed "Big Brown Bag" bag turns 50 this year. Launched this September, Bloomingdale's is continuing to sponsor a number of online and in-store activations over the course of the next few weeks the retailer's **Big Brown Bazaar** runs through Oct. 26, 2023.

"The Big Brown Bag has become an incredible Bloomingdale's marketing tool, and representing the first sustainable shopping bag, was truly ahead of its time," says Frank Berman, chief marketing officer at **Bloomingdale's**, in a statement.

"We are a company that pushes to innovate and strives to be like none other and the Big Brown Bag is an exemplary product of this ethos," Ms. Berman said. "It has become a historical part of pop culture moments and an icon of the luxury lifestyle.

"The bag itself is synonymous with fashion and the Bloomingdale's brand and we are thrilled to be celebrating its 50th anniversary with the launch of our incredible pop-up shop, unique merchandise, exclusive customer experiences, and in-store animation."

"Big Brown Bag" turns 50

Created by Italian designer Massimo Vignelli, the first-ever Big Brown Bag hit Bloomingdale's in 1973. Made from kraft paper, the tote has since attained heightened levels of fame as a symbol of pop culture, appearing in-person and on television screens throughout scenes in shows like "Gossip Girl" and "Friends."

This year, as the accessory turns 50, anniversary programming ties back to the department store's founding on the streets of the Lower East Side, where the first-ever Bloomingdale Brothers' shop was born.

Today, a curated space within the New York City retailer's 59th Street flagship ([see story](#)) is playing host to quite a few events.

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A post shared by Bloomingdale's (@bloomingdales)

Entitled "The Carousel @ Bloomingdale's: The Big Brown Bazaar," the lineup commemorating an emblem features limited-edition products and exclusive collections, even integrating a curated pickleball shop in-store.

The Macy's-owned and operated entity, which recently named a new CEO ([see story](#)), will also host its first Big Brown Beauty Bazaar in all U.S. stores on Oct. 7. Luxury beauty names such as Augustinus Bader and Dior Beauty are among participants, per reports from [WWD](#).

As part of the department store's "b the change" initiative, shoppers can choose to support Bloomingdale's x FIT Sustainable Innovation Fund in partnership with the Fashion Institute of Technology (FIT) by rounding up in-store purchases up to the nearest dollar or making a donation at checkout during the month of September.

Proceeds will benefit the school's Genspace Scholars Program, where students research and experiment with creative approaches to sustainable design and materials.

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