

RETAIL

# Bergdorf Goodman launches flashy holiday window series

November 21, 2023



*Bergdorf Goodman is adding a 360-degree marketing program into the holiday mix, with a new digital campaign set to arrive next month. Image credit: Bergdorf Goodman/Ricky Zehavi*

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By LUXURY DAILY NEWS SERVICE

Department store **Bergdorf Goodman** is unleashing new themes on Fifth Avenue.

"Isn't it Brilliant" guides the retailer's holiday showcase this year, the seven-window storytelling exercise now live in New York City. Bergdorf Goodman is adding a 360-degree marketing program into the mix, rounding out the "dazzling display" launched last week with a philanthropic initiative and, separately, a digital campaign set to arrive next month.

## Silver bells

The Neiman Marcus Group-owned 5th Avenue and 58th Street store's seasonal exhibition was unveiled on Nov. 16, 2023.

Several luxury brands including Thom Browne, C.D. Greene, Balmain, Rodarte, Alexander McQueen, Naeem Khan, Simone Rocha, Jil Sander and Christopher John Rogers are partaking in the flashy presentation, which comes complete with lights, mirrors, chrome and ice.

With titles such as "First Light," "The Best and Brightest" and "Tripping the Light Fantastic," each of the seven framed windows represents a different portion of the holiday narrative, the project developed in-house by the Bergdorf Goodman design team.

Bergdorf Goodman will soon also reveal its Unboxing Brilliance campaign.



*The Fifth Avenue-facing window display, "The Brainstorm," is described as "a psychedelic celebration of knowledge and learning." Image credit: Bergdorf Goodman/Ricky Zehavi*

Names such as Leandra Medine Cohen, Marc Jacobs and the department store's very own Linda Fargo ([see story](#)) are shown opening merchandising exclusives in a short film series. The festive long-form ads will be released online through Bergdorf Goodman's channels starting Dec. 1, 2023.

The effort helps promote the more than 700 exclusive products hitting shop floors this season, "from fashion to jewelry, home decor to beauty and menswear," says the retailer. Personalization opportunities are ample as well, ranging from a Diptyque engraving offer to a Berluti Patina workshop and scotch tasting, taking place within the men's store.

On experiences, the retailer's BG Restaurant has partnered with the prestigious Park Lane New York on a signature cocktail menu inspired by three fashion designers' favorite seasonal drinks: Christopher John Rogers' Cranberry Skirt, Sergio Hudson's Escalade Margarita and Diotima's Hibiscus Royale are available at BG Restaurant, and at Park Lane New York's rooftop establishment, Darling.

For the very first time, BG Restaurant will operate on extended hours. The usual 11:30 a.m. - 6 p.m. window stretches, with dinner service now lasting until 8 p.m. every night except Sundays beginning on Nov. 24 through Dec. 23, 2023.

Lastly, in line with the holiday season and the air of giving back, the department store has formed The Bergdorf Goodness Foundation Fund, a new philanthropic initiative.

[Culture for One](#), a nonprofit focused on transforming the lives of New York City children in foster care through the power of the arts, is the foundation's first beneficiary. Clients can choose to donate to the cause at checkout locations throughout the store all season long.

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