

RETAIL

Worldwide-exclusive Rick Owens edit lands at Bergdorf Goodman

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An in-store installation accompanies the launch of fall styles selected by the American designer alongside chief merchandising officer Yumi Shin for the U.S. department store. Image courtesy of Bergdorf Goodman

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

U.S. department store **Bergdorf Goodman** is curating unique experiences to accompany the launch of specially curated styles.

American fashion designer Rick Owens has collaborated with chief merchandising officer Yumi Shin to create a worldwide exclusive fall 2025 edit for the retailer, now available at Bergdorf Goodman's women's store and, across the street, at the men's store on Fifth Avenue and 58th Street, as well as on BG.com. Special activations, including a one-of-a-kind installation and LED window displays, promote the new men's and women's wear.

"We're excited to celebrate Rick Owens, an independent designer that has redefined modern luxury with his ability to merge countercultural codes with uncompromising craftsmanship," said Mr. Shin, in a statement.

"At Bergdorf Goodman, we're known to offer customers exclusive access to the most sought-after items season over season, and we're delighted to offer these one-of-a-kind styles in this exclusive experience."

Only at Bergdorfs

Windows at both Bergdorf Goodman storefronts double as stage sets, integrating LED screens that depict smoke strands typically seen at Rick Owens shows, now drawing in street traffic.

Beyond the faades, inside the store, the presentation splits across two formats: a gallery-style installation on the women's floor and a pop-up shop for men.



Special activations, including a one-of-a-kind installation and LED window displays, promote the exclusive edit. Image courtesy of Bergdorf Goodman

Introduced Sept. 30, the exclusive edit gives the retailer first-right access to key pieces from the seasonal collection. Designs featured throughout channel the “glamorous urban 1930s elegance” that Bergdorf Goodman has long represented, as described by the mind behind the eponymous label.

“The collection consists of washed cashmere coats wrapped at the throat and glove leather art deco fringed jackets,” said Mr. Owens, in a statement.



Store window displays feature special LED screens. Image courtesy of Bergdorf Goodman

"Gowns are in laser cut and hand woven leather, and the collection is displayed in vitrines constructed to recall the magic of earthworks by Michael Heizer and Robert Smithson," he said. "I am delighted to be presenting this specific collection at Bergdorf Goodman."

Mr. Owens is scheduled to attend a private cocktail reception in October. This past spring, the department store celebrated the launch of an anniversary capsule from Italian menswear brand Brioni using the event format, hosting clients and collectors in April ([see story](#)).