

RETAIL

Loro Piana reveals window displays at Bergdorf Goodman

October 24, 2025



The Fifth Avenue retailer is spotlighting the maison's heritage. Image credit: LVMH

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana** is showcasing heritage at U.S. department store **Bergdorf Goodman** this season.

The duo is unveiling a wide-ranging retail collaboration. Active through Nov. 3, the activation includes a facade light show, themed window displays and an exclusive capsule.

Brick by brick

Loro Piana's showcase is inspired by its ties to New York City and the destination's luxury store scene.

A nightly light show chronicles the journey of the label's signature cashmere, beginning with its sourcing in Mongolia and ending with its arrival in the Big Apple, with a stop at its factory in Quarona, Italy, in between. Window installations feature various Loro Piana looks surrounded by Art Deco decor in a nod to its design codes.



The in-store placements are said to display the maison's "textile excellence" since its founding in 1924. Image credit: LVMH

Bergdorf Goodman's exclusive capsule spans ready-to-wear, outerwear, handbags and accessories in neutral hues. The edit is now available in-store and on Bergdorf Goodman's [website](#).

Alongside the launch, visitors to the Fifth Avenue department store can take advantage of a proprietary personalization service. The maison's craftspeople are on-site to help guests customize their Grande Unita scarves and the Unito blankets.

This holiday, other luxury retailers, including Saks Global-owned U.S. retailers Neiman Marcus ([see story](#)) and Saks Fifth Avenue ([see story](#)), are leaning on the locales of Paris and New York in respective marketing campaigns.

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.