

RETAIL

# Loewe presents creative directors' debut collection at Bergdorf Goodman

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*Bergdorf Goodman is hosting an exclusive window display and immersive installation celebrating Loewe's spring/summer 2026 collection. Image courtesy of Bergdorf Goodman/Luis Guillen*

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Spanish fashion house Loewe is bringing new designs to one of New York's most storied retail addresses.

U.S. department store Bergdorf Goodman is hosting an exclusive window display and immersive interior installation celebrating the debut spring/summer 2026 collection from Loewe creative directors Jack McCollough and Lazaro Hernandez. The activation runs through April 6.

"With a longstanding history of uplifting creative pioneers, Bergdorf Goodman is proud to showcase Jack McCollough and Lazaro Hernandez's innovative vision for Loewe with a 360 takeover of our storied New York City store," said Tracy Margolies, president of [Bergdorf Goodman](#), in a statement.

"For decades, our Fifth Avenue windows have served as the ultimate entry point for customers to immerse themselves in the pinnacle of luxury, and this exciting partnership is a testament to our longstanding relationship with Jack and Lazaro, fusing Bergdorf Goodman's iconic legacy with Loewe's bold new vision."

## **Bergdorf Goodman x Loewe**

The retailer's Fifth Avenue windows stage women's ready-to-wear looks, leather goods and accessories from the brand's collection against ceramic-tile seating, echoing the handcrafted artistry found in Loewe boutiques around the world.

The featured collection, now available across Bergdorf Goodman's channels, reflects Mr. McCollough and Mr. Hernandez's approach to balancing the maison's 180-year heritage with their own American sportswear sensibility.



*The presentation marks the Proenza Schouler founders' first U.S. retail takeover since being appointed to lead Loewe. Image courtesy of Bergdorf Goodman/Luis Guillen*

"For our debut Loewe collection for Spring Summer 2026, we set out to find a balance between the house's 180-year history deeply rooted in Spanish craft and our own American sportswear vernacular," said Jack McCollough and Lazaro Hernandez, creative directors at Loewe, in a statement.

"The collection was guided by a sun-drenched optimism, a sense of physicality, and color that felt vivid and alive," they said. "With it now arriving in New York, and the installations at Bergdorf Goodman taking shape, the moment feels like a kind of homecoming for us."



*The retailer's Fifth Avenue windows stage women's ready-to-wear looks, leather goods and accessories from the Loewe collection. Image courtesy of Bergdorf Goodman/Luis Guillen*

The retailer's first floor entry has been transformed with bold geometric forms drawn from the Paris show's set, featured alongside pieces from the collection, including the Amazona 180, a contemporary reworking of one of the house's most enduring silhouettes.

The presentation marks Mr. McCollough and Mr. Hernandez's first U.S. retail takeover since being appointed to lead Loewe ([see story](#)).

"There's nothing more special than celebrating a creative director's debut collection, and we are absolutely thrilled to bring Jack and Lazaro's new vision for Loewe to life at Bergdorf Goodman," said Linda Fargo, SVP, fashion office & store presentation, at Bergdorf Goodman, in a statement.

"Jack and Lazaro have infused their personal sense of craftsmanship and creative spirit into Loewe's enduring identity, ushering the brand into the future while upholding the iconic heritage of the house," Ms. Fargo said. "This takeover gives our customers an exciting first look inside the brand's new chapter and a unique opportunity to immerse themselves in captivating visual stories as they discover the new collection."

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