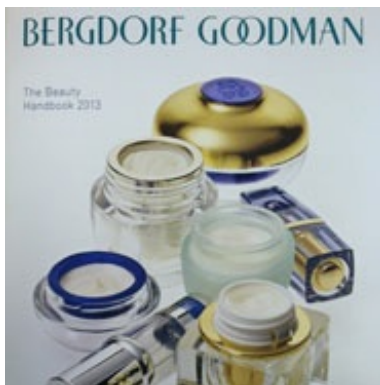


MOBILE

Bergdorf flaunts beauty products via mail catalog, QR code

January 11, 2013



By ERIN SHEA

New York department store Bergdorf Goodman is flaunting its beauty products through a mail catalog that contains a QR code and digital touch points so that recipients can connect to the retailer on multiple platforms.

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The Beauty Handbook 2013 displays various beauty products and treatments available at Bergdorf. The 13-page catalog also offers affluent consumers a custom QR code on the inside front cover that links to its blog on a pinch-and-zoom Web site.

“We believe that any custom QR code is a step in the right direction for an iconic luxury retailer such as Bergdorf Goodman,” said Sara Read, vice president of business development at [Red Fish Media](#), Miami, FL.

“By tying in the silhouette of the Bergdorf Goodman building around the QR code, it gives the consumer something to identify the brand with,” she said.

“However, Bergdorf should link its QR code to a mobile-optimized Web site for its blog in order to provide the ideal interactive mobile experience.”

Ms. Read is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert.

Bergdorf Goodman did not respond by press deadline.

Beauty on the go

Bergdorf's Beauty Handbook 2013 covers a variety of beauty treatments including restorative products, day creams, eye lash and eye lid products, refining products, age-defying products, hair products and tools and clear skin treatments.

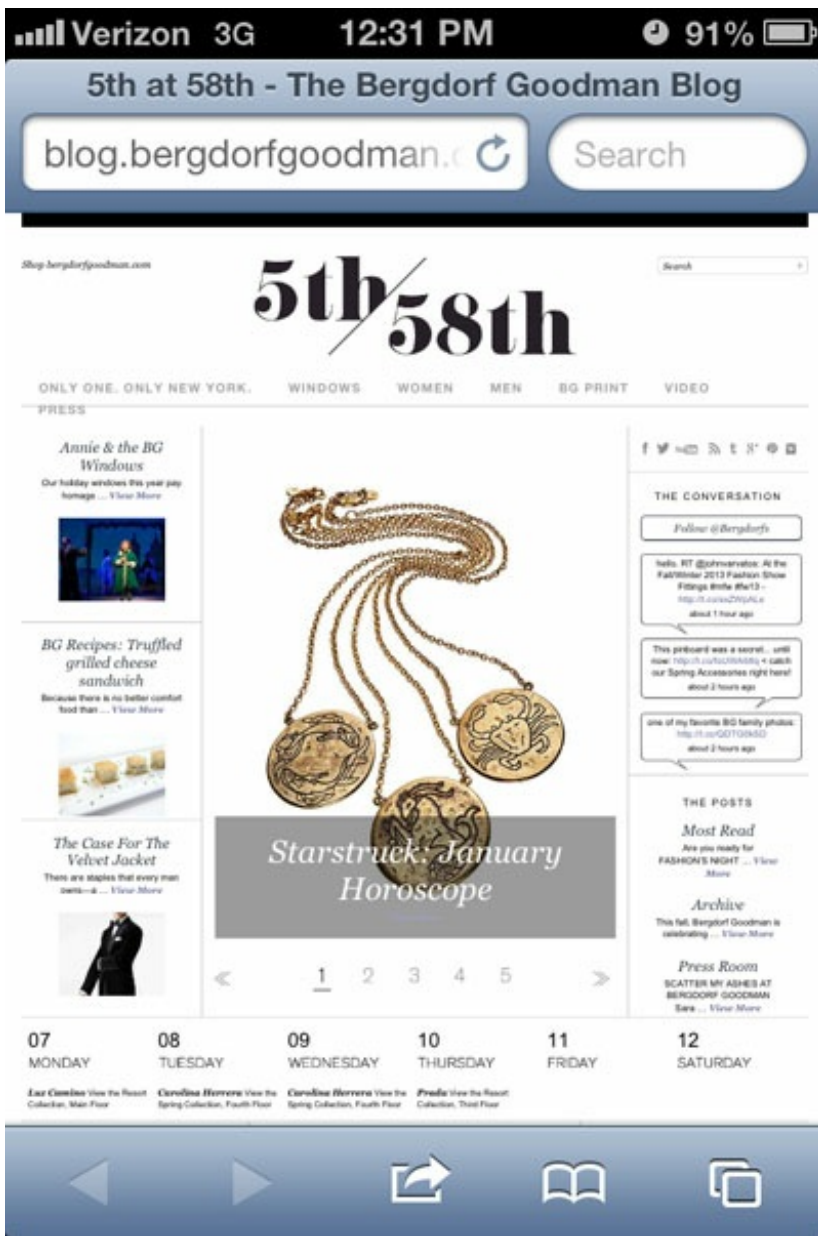
The items in the catalog range from \$30 for 2 oz. of Philip B rejuvenating oil hair and scalp treatment, to \$740 for 1.4 oz. of Sensai by Kanebo International day cream.

On the inside front cover is a QR code that resembles the Bergdorf building in New York. Next to the QR code is Bergdorf's Twitter handle.



Inside cover

Scanning the QR codes takes mobile users to Bergdorf's 5th/58th blog at <http://blog.bergdorfgoodman.com>.



5th/58th blog

However, the Web site is not mobile-optimized so users have to pinch and zoom to be able to read content.

Bergdorf continues to offer digital touch points with each category of products featured in its Beauty Handbook catalog.

For instance, text at the bottom of the page that features the day creams tells users to go to the 5th/58th blog to get more information. It reads “Our beauty editor helps you choose the best formulation for your skin type. Watch the video on 5th/58th.”



Beauty Handbook 2013

On almost every page in the catalog, a short description is printed to drive consumers from the print medium to the digital medium.

“Bergdorf's catalogs [look] to inspire customers to seek more information about products and purchases,” said Scott Delea, managing partner at **Inflexion Interactive**, Hoboken, NJ.

“Customers are increasingly using their mobile devices to obtain immediate information about products and purchases rather than waiting to visit a store, make a phone call or be in front of a desktop computer,” he said.

Beauty month

January seems to be the month during which marketers push beauty products since others are promoting beauty campaigns as well.

For instance, department store chain Saks Fifth Avenue is driving post-holiday foot traffic with daily beauty offers through this month.

The Beauty Treat Du Jour month-long event gives Saks customers daily extras including complimentary makeovers, deluxe gifts, expert tips, appearances from luxury beauty brands and other services. The program is offered at 25 Saks locations in the United States.

The retailer is giving its customers the chance to start fresh in the new year with new beauty products and special offers every day this month (**see story**).

Bergdorf had the right idea to drive consumers online to discover its beauty products and tips, but the department store could have benefited more from this QR code if its Web site was mobile-optimized.

“When someone sees a QR code, they are scanning the image from a mobile phone, so they expect any landing page to be optimized for mobile browsing,” Mr. Delea said.

“I applaud Bergdorf for attempting to use a QR code, but unfortunately the effort does more to hurt the brand than it does to help it,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/nYLPs8e3F74>

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