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## Barneys and Bergdorf Goodman diverge on Instagram for holiday window reveals

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By SARAH JONES

Department stores Barneys and Bergdorf Goodman are increasing engagement with their highly-trafficked holiday window displays with Instagram components that will likely hike global awareness.

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Barneys revealed its windows by posting videos on Instagram, and Bergdorf Goodman is hosting a contest on the photo-sharing application. Through Instagram both department stores can expand their holiday festivities and spirit beyond Manhattan.

"Bergdorf Goodman should be actively liking and commenting on high-quality photos submitted by customers and should look to repurpose some of the photos on its own media channels," said Kyle Wong, CEO of [Pixlee](#), New York.

"Barneys should look to incorporate its community through the use of a branded hashtag," he said. "This way they can more effectively monitor feedback associated with the decorations."

Mr. Wong is not affiliated with Bergdorf Goodman or Barneys, but agreed to comment as an industry expert.

Bergdorf Goodman and Barneys did not respond by press deadline.

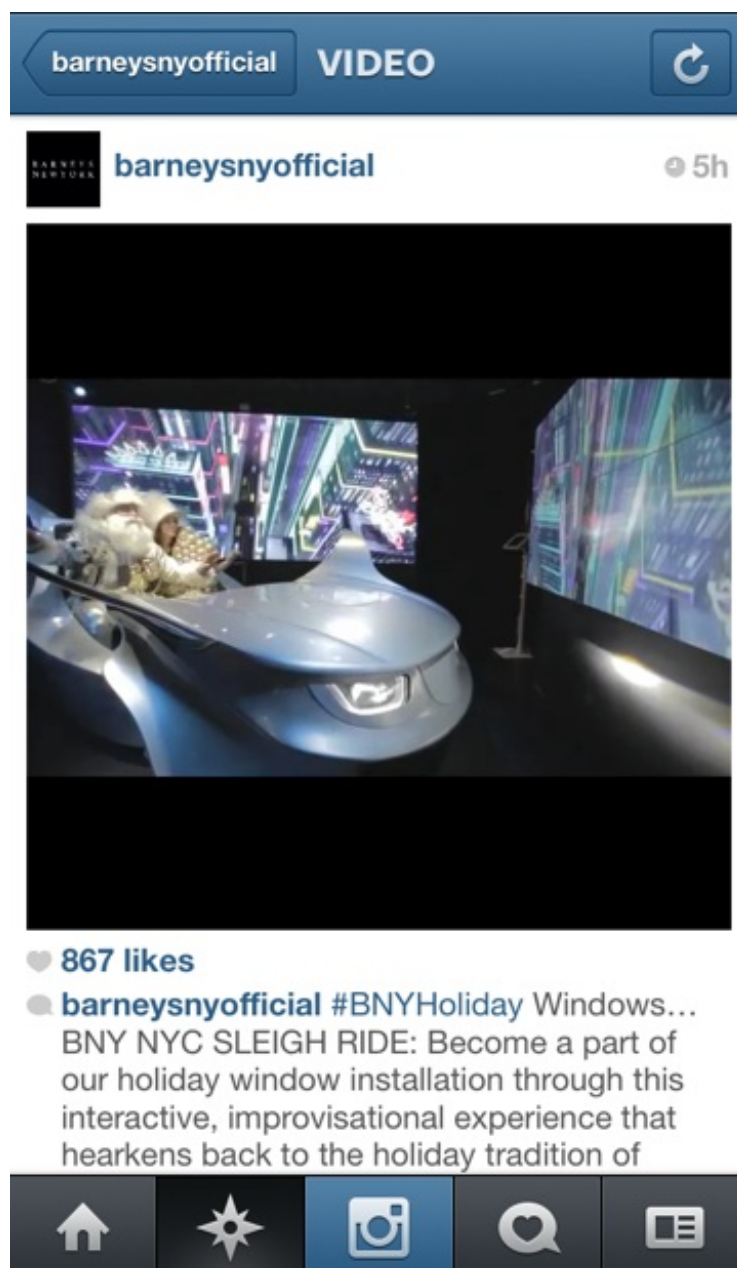
## Social photography

Barneys decided not to host a big outdoor event this year, choosing instead to unveil its windows solely on its Instagram account.

At 10 a.m. on Nov. 20, the store posted five Instagram videos of its windows, highlighting the technology behind the lighting effects featured in the various panes.

The windows at Barneys this year have interactive elements for those who visit in person, so they are likely to get foot traffic.

Visitors can walk into one of the windows and sit in a sleigh surrounded by walls of animations of aerial views of New York. Another window features a golden structure users can enter to see a floating version of New York that morphs for three minutes with 3D mapping and light projections.



*An Instagram post from Barneys*

Barneys' holiday window Instagram videos received an average of 800 likes by press time. Fans posted comments, saying they could not wait to go see the windows in person.

While Barneys' strategy was entirely digital, Bergdorf Goodman has taken a different approach, using Instagram to enhance its outdoor window unveiling event.

Bergdorf Goodman is hosting an Instagram contest where users submit photos with the hashtag #BGWindows to enter to win a prize.

Some users posted multiple pictures of the windows, saying they could not resist photographing the display, which was themed "Holidays on Ice," showing frosty depictions of holidays throughout the year. Valentine's Day, Arbor Day, Halloween, Independence Day and April Fools all get iced over.



*A Bergdorf Goodman Instagram post*

The contest will run through Nov. 26, with the prize drawing the following day. Bergdorf has not let its fans know what they are competing for, just that they will be able to attend an "exciting New York City event taking place the first week of December."

The lack of information has not kept fans from entering. As of press time, 2,853 photos were tagged #BGWindows. Users mostly photographed the windows, but some focused on the performers at the window unveiling event.

## Instagram impressions

Like Bergdorf, other luxury brands have used Instagram contests to engage their fans.

For instance, department store chain Bloomingdale's is letting fans determine the best selfie shot from its #BloomieSelfie Instagram contest to increase participation and spread awareness of the campaign.

The #BloomieSelfie contest asked fans to submit a selfie that details a favorite beauty or styling tip that enhances their snapshot. By aggregating a diverse range of interpretations, the retailer not only boosts the reputation of its social media pages but also gets a clean insight into what consumers want ([see story](#)).

Similarly to Barneys' use of Instagram to increase anticipation for seeing its windows in person, LVMH used Instagram to tease its own behind-the-scenes event.

French conglomerate LVMH Moët Hennessy Louis Vuitton generated excitement for the "Les Journées Particulières" weekend in Europe June 15-16 with a dedicated handle on mobile-social platform Instagram.

LVMH targeted consumers and tourists in European countries by revealing the work spaces of its brands in Britain, France, Italy, Spain, Switzerland and Poland during the Les Journées Particulières weekend. The dedicated Instagram feed showed images of the physical sites that were open to the public to up anticipation for the event via consumers' mobile devices ([see story](#)).

Both brands have opportunities to leverage this channel to further their consumer interactions.

"Bergdorf Goodman's use of Instagram leveraged an existing customer behavior to create more awareness for its holiday windows," Mr. Wong said. "It does a better job in leveraging the voice of their customers to promote its holiday windows, whereas Barneys used Instagram mainly as a distribution channel.

"Bergdorf Goodman is likely to see an organic conversation about the windows, whereas Barneys may only see interaction on its Instagram account."

## Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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