

MOBILE

Bergdorf promotes resort collections over post-holiday sales on The Cut

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By JEN KING

New York department store Bergdorf Goodman is looking to shake off the winter blues by promoting resort collections that adhere to current fashion trends with a mobile advertisement on New York magazine's fashion-focused blog The Cut.

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Luxury Daily

While other retailers aimed for post-holiday sales, Bergdorf choose to look ahead to the next fashion season, quickly shedding its winter theme. By not promoting an ongoing sale in the days after New Year's Day, Bergdorf is able to maintain allure by not slashing its prices.

"Ads are most noticeable when the ad background contrasts with the Web site background and the text within the ad contrasts with the ad background," said Shuli Lowy, marketing director of [Ping Mobile](#), New York. "Bergdorf Goodman's ad is the same color as the background of The Cut which makes the ad stand out less and will likely reduce the click-through rate.

"High-end department stores typically feature one of their designers with each season release," she said. "The department store will typically showcase the designer in their display windows as well as their digital media channels. This mutually beneficial collaboration allows the designer to get additional valuable coverage and allows the

department store to perform a more targeted store highlight. The mention of Saint Laurent on the ad will certainly increase engagement with Bergdorf Goodman from the designer's enthusiasts.

"The ad doesn't feature a discount call-to-action because the ad is focused primarily on brand/product exploration of non-discounted items. Department stores will typically divide their marketing budget between promoting a new season line and encouraging consumers to purchase items on sale from previous season lines. Ideally, department stores would prefer to sell all their items when the season line is fresh and the items are not yet discounted."

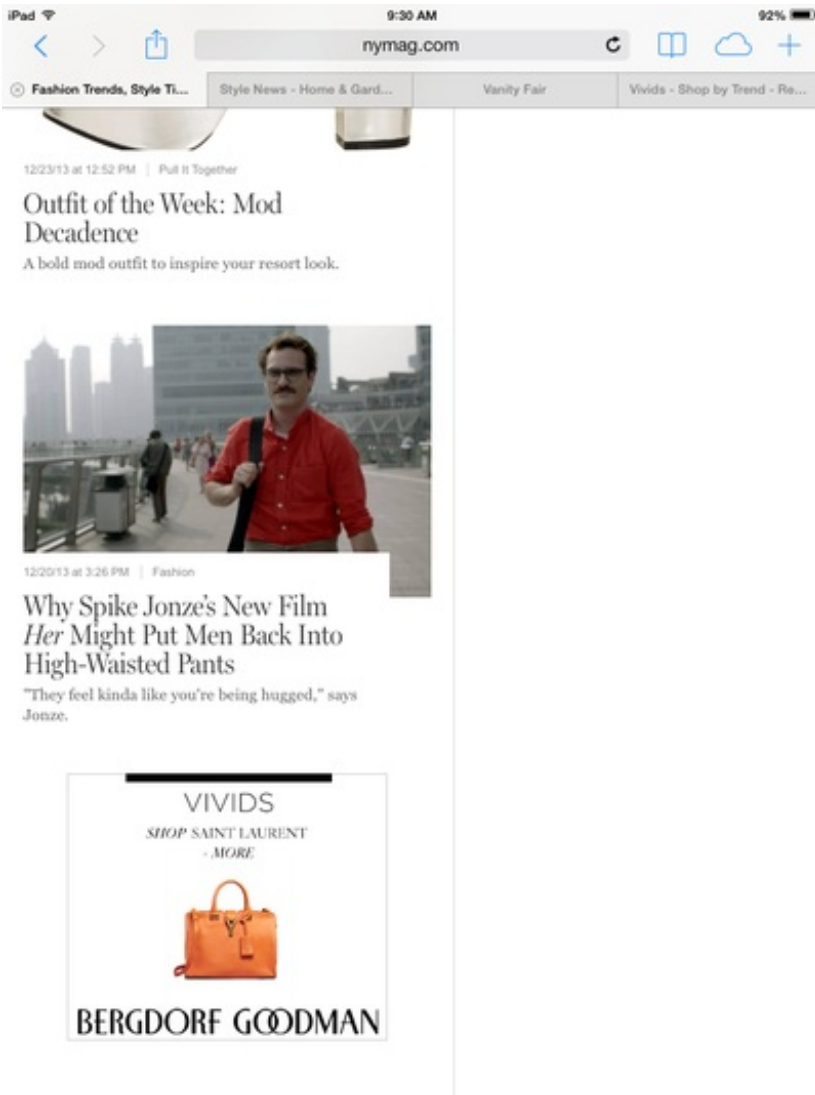
Ms. Lowy is not affiliated with Bergdorf Goodman, but agreed to comment as an industry expert.

Bergdorf Goodman did not respond by press deadline.

Vivids

Bergdorf Goodman's ad is embedded in content found on The Cut's Fashions section's newsfeed. As the reader scrolls through the day's featured articles, the ad image blends in and may be mistaken for a cover photo of a piece written by a reporter for The Cut.

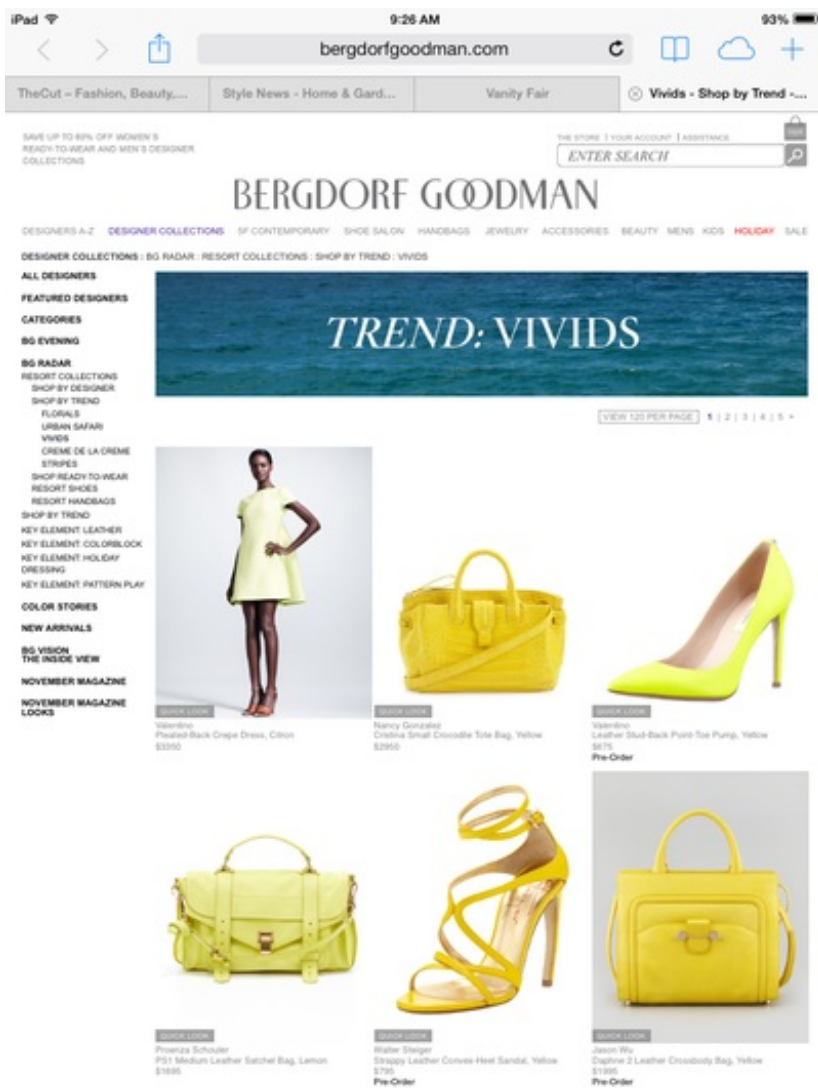
The ad is simple in composition and features an orange handbag inset in a black and white box. Its text reads, "Vivids" and "Shop Saint Laurent + More," while the retailer's emblem is positioned below the Saint Laurent handbag.



Bergdorf Goodman ad on The Cut

A click-through lands on Bergdorf’s Web site where the consumer can navigate the Vivids trend section. The Vivids ecommerce page is organized by color ranging from yellow to blue in the spectrum of a rainbow.

Bergdorf’s curated collection of vivid pieces, listed under Designer Collections, includes ready-to-wear, footwear and handbags. Brands featured include Saint Laurent, Armani Collezioni, Gucci, Bottega Veneta and Givenchy.



Vivids collection

The sidebar, expanded to reveal BG Radar's links, allows the consumer to shop different resort collection trends such as Florals, Urban Safari, Creme de la Creme and Stripes. Other sections are broken down by key element such as leather, colorblock and pattern play.

Each item found on the Vivids page features a quick-look option that gives the consumer product information and a blurb about the designer. Certain items are available for pre-order, such as Saint Laurent's Y-Ligne Cabas Mini Leather Bag shown in mobile ad.

Warming up

Bergdorf has promoted the resort collections offered by its store in other ways, since a high percentage of its affluent consumers tend to travel to warmer climates during the winter months.

The retailer featured the top tier of luxury brands in its recent magalog mailer that displayed the retailer's collection of resort wear.

Bergdorf's 168-page Resort Collections 2013 issue focused on women's apparel, accessories and beauty products for the upcoming season paired with editorial content and high-fashion photo shoots. Due to its release date being in close proximity to the holiday season, luxury marketers also placed ads that may appeal to female consumers

looking for a gift for men in their lives ([see story](#)).

The use of a vibrant color is a useful tactic to help distract readers from a mobile-optimized magazine's content.

For example, French atelier Céline aimed to attract readers to its mobile look book through a large advertisement featured on The New York Times' mobile Web site.

The bubble gum pink Céline ad will likely pose a jarring contrast to the spare layout of articles. Due to the Céline ad's size, placement and attractive color, readers are more likely to become distracted from the article and click-through ([see story](#)).

When presenting a large number of collection pieces, easy navigation through sorting options forges a better, more curated experience for the consumer.

"To further propel the exploration process, Bergdorf Goodman should have added sorting functions to the landing page," Ms. Lowy said. "Sortability is a key enabler of product exploration on mobile and tablet devices, which have smaller screens.

"The collection is built off of the spring 2014 colors of soft pastels and vivid brights," she said. "Bergdorf Goodman could have allowed users to browse the products based on the season colors or could have added sorting functions at the top of the page to allow users to browse the items of interest without having to flip through the entire collection."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/3F8eNxFmzAE](http://www.youtube.com/embed/3F8eNxFmzAE)

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