

MAIL

Bergdorf features doctor-recommended products in beauty mailer

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By JEN KING

New York department store Bergdorf Goodman touted a wide collection of beauty care products with its “Beauty Reimagined 2014” catalog that targets consumers whose skin and hair have been affected by the harsh winter weather.

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Luxury Daily

The 12-page catalog featured a range of products carried by Bergdorf in-store and online, alongside prompts that may generate ecommerce by encouraging readers to visit the retailer’s Web site to learn more. Choosing a particular product set and crafting a catalog gives consumers targeted advice with an editorial feel.

"A product-specific catalog feels almost editorial in nature," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"Focusing on a category and going deep in recommendations and solutions demonstrates that the retailer is in touch with the shopper's needs and interests," she said. "They are able to tout themselves as an expert of sorts."

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

[Bergdorf Goodman](#) did not respond by press deadline.

Cream of the crop

The cover of Beauty Reimagined mimicked the sample smear display often seen in the beauty pages of mainstream publications. Bergdorf's cover featured two swatches of white cream and an eyedropper with a yellow-tinted serum inside set against a black background.

To maintain its editorial feel, the inside front cover of Bergdorf's catalog featured a short message from Felicia Walker Benson, the BG Beauty editor. Her message explained that "this year, we're reimagining beauty" and "rewrit[ing] the rules" by using high-performance beauty products.

Bergdorf segmented the catalog into seven categories all titled that contain the prefix "re-". The first is Rethink, a section dedicated to reassessing the use of hair, face and body oils in a beauty regimen where products from Dior, Kiehl's and an exclusive product from Sulwhasoo were featured.



BG beauty editor's note

The next page focused on "youth-boosting" serums in the Replenish section. The full-page featured eight serums from brands such as Sensai, La Mer, Guerlain and Shiseido in addition to a link where consumers can watch a video about such products.

Embedded Video: [//www.youtube.com/embed/mZywBu-tTis?list=PL4qvRc-CUrVCP-TZJ9Bz7YacxMJLfqUZH](https://www.youtube.com/embed/mZywBu-tTis?list=PL4qvRc-CUrVCP-TZJ9Bz7YacxMJLfqUZH)

Be Beautiful: Serums

Additional categories in Bergdorf's catalog included Rehydrate, Refresh, Reinvent and Rework.

The catalog also featured a Research section where leading doctors in the skincare field introduce their favorite age-defying treatments to Bergdorf consumers. This section featured suggestions from five doctors, two of which developed the formula used in the cream they refer to, along with a quote noting the benefits of the product.



Doctor recommendations/La Prairie insert

In the centerfold, where the Research category is found, La Prairie featured an insert booklet detailing its new Ice Crystal collection of age-delaying fortifiers. The pages explained the products and where consumers can go to discover the latest collection.

The inside back cover page highlighted upcoming beauty events being held at Bergdorf Goodman's Beauty Level and facials with products from brands like Sisley and Tata Harper. Upcoming events include a meet-and-greet Feb. 6 with Dior's master perfumer and a class on fragrance and food pairing.

Bergdorf's outside back cover showed a complimentary beauty gift given Jan. 20 through Feb. 2 when the consumer spends \$225 or more on the Beauty Level of the store or on BG.com. The beauty gift featured many of the brands included in the Beauty Reimagined catalog.

Catalogs reborn

As brands and retailers continue to lean toward digital-only initiatives to share merchandise with consumers, the role of direct mail catalogs has changed but is not dwindling.

The traditional print catalog has evolved to extend to digital replicas and promote in-store experiences alongside the regular fare of lavish designer collections. Although rooted in the past, catalogs still have the ability to grab the attention of consumers on a personal and sustained level that digital still has not attained ([see story](#)).

For example, Bergdorf Goodman 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 ([see story](#)).

The department store's blend of editorial and commerce helps consumers make informed choices about products purchased.

"Customers look to their favorite retailers for inspiration and keeping them current with trends," Ms. DeMaso said. "These types of catalogs do just that."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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