

IN-STORE

## Bergdorf Goodman offers rush delivery to boost weekend sales

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*Bergdorf Goodman in New York*

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By SARAH JONES

New York specialty retailer Bergdorf Goodman is giving consumers the opportunity to buy new shoes for their weekend plans without leaving home by offering rush delivery in May.

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The retailer vows to deliver shoes or handbags to Manhattan residents within three hours on Thursdays and Fridays for four weeks. Offering this rush delivery further solidifies Bergdorf's image as a retailer with high-end customer service.

"Bergdorf's promotion is a great strategy to increase their profile as a high level service retailer," Dave Rodgeron, retail business development executive at [Microsoft Canada](#), Toronto. "This is a huge driver of long-term customer loyalty."

"From a consumer perspective, this helps increase their perception on the level of service from Bergdorf and it satisfies their need to get a hot new product for their weekend."

Mr. Rodgeron is not affiliated with Bergdorf Goodman but agreed to comment as an industry expert.

**Bergdorf Goodman** was unable to comment before press deadline.

## Fast fashion

Bergdorf Goodman first offered rush delivery the weekend of April 11-13. The retailer publicized the offer with a Facebook post, which told consumers that if they could not shop in-store for last-minute items, the store would come to them.

The post went on to inform about the free rush delivery for “must-have shoes and handbags.” Bergdorf’s post promises to have these items to Manhattan consumers in three hours or less.

Bergdorf revived the offer on May 1 with a similar Facebook post. This time, the offer will be valid Thursdays and Fridays through May 23.



Manhattan dwellers! This is for you. Gear up for the weekend with free rush delivery for must-have Spring shoes and handbags in 3 hours or less. (Thursdays and Fridays only)



*Facebook post from Bergdorf Goodman*

Consumers are told to get in touch with a sales associate for details.

In the New York area, online retailer Net-A-Porter also offers a same-day delivery service, which it promoted heavily during the holidays.

Net-A-Porter pushed back the cut off time for its same-day delivery to 10 a.m. on Christmas Eve, giving consumers another retail option for their last-minute gift purchases. By offering speedy expedited delivery, Net-A-Porter was able to compete with bricks-and-mortar retailers for the holiday shopping rush in the days before Christmas ([see story](#)).

## Easing ecommerce

Bergdorf Goodman has previously eased online shopping through free shipping.

Neiman Marcus Group looked to revitalize its ecommerce before the holiday season's fervor began by offering permanent free shipping and returns year-round for all domestic purchases made through [neimanmarcus.com](http://neimanmarcus.com) and [bergdorfgoodman.com](http://bergdorfgoodman.com) as well as at retail locations.

By removing some of the burdens that deter consumers from shopping online, Neiman Marcus may see a surge in ecommerce. Additionally, Neiman Marcus Group's move demonstrates that retailers are still adjusting to the digital sphere and determining the right balance between in-store and online ([see story](#)).

As other online retailers are offering ease and fast delivery, luxury retailers have had to find ways to keep their consumers shopping with them.

Bricks-and-mortar retailers had to compete with online retailers such as Amazon for the holiday shopping season, and they found new ways to get consumers to shop with them.

A number of department stores offered click-and-collect services where consumers could order items online and pick them up in-person in-store and, in most cases, with no delivery fee. By doing this, stores were able to merge the ease of online shopping with speedier return, getting consumers to visit their stores in-person for convenience ([see story](#)).

Also, the way in which Bergdorf's answer to fast shipping is structured makes it easier to fulfill.

"The service is limited to Thursday and Fridays so this makes management of the program less onerous," Mr. Rodgeron said.

"It is clever though in that it helps boost sales going into the weekend," he said. "The fact that it's limited to accessories will help to boost sales in those categories which are traditionally a higher margin product.

"From this perspective, any additional cost to manage the program is more than covered a more profitable transaction."

## Final Take

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

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