

RETAIL

Bloomingdale's premieres 'From Italy, With Love'

August 27, 2024



The initiative will make its debut in early September, running for the two months following. Image credit: Bloomingdale's

By ZACH JAMES

Department store chain Bloomingdale's latest seasonal marketing push focuses on Italian brands, creatives and culture.

The retailer's fall campaign, titled "From Italy, With Love," features exclusive items, collaborations and pop-ups from maisons based in the namesake country. Kicking off in-store and online on Sept. 5, 2024, the programming is wide-ranging, with companies from the fashion, jewelry, beauty and homeware industries taking part to salute regional artisanry.

Homeland's embrace

More than 150 luxury partners will take part in the fall initiative.

The collaborators, most of which have roots in Italy, will provide upwards of 300 exclusive items for Bloomingdale's, with fashion houses such as Max Mara, Ferragamo and Valentino, as well as jewelers like Crivelli, Marco Bicego, Roberto Coin and Ippolita, offering bespoke pieces. The limited-edition drops will remain available **online** and in-store while supplies last.



Among the exclusive items is a one-of-a-kind dress crafted by Italian designer Giambattista Valli. Image credit: Bloomingdale's

As a part of the upcoming event, more than 30 brands will have their products sold in the retailer's bricks-and-mortar boutiques and on its website for the first time. Among this group are Fendi, Etro and La DoubleJ, which will make their Bloomingdale's debut in September, offering items from their respective ready-to-wear collections.

A dozen installations and pop-ups will be held throughout the two-month residency of "From Italy, With Love" at Bloomingdale's 59th St. flagship in New York. According to the company, select stores throughout the United States will also see a number of branded activations arrive on-site to coincide with the campaign.

Salone del Mobile, or the Milan Furniture Fair, serves as the retailer's U.S. partner, with the duo celebrating their collaboration with "Italian Design: from Classic to Contemporary," an exhibition made specifically for the 59th St. flagship. Curated by architect Ferruccio Laviani, the space will showcase the work of 23 Italian brands.



Italian food brands such as Bonajuto, Bona Furtuna, Zia Pia and De'Longhi will host the rotating fresh selection. Image credit: Bloomingdale's

On all Wednesdays in September, Salone del Mobile will also hold "Conversations About Italian Design," a series of panels and discussions with leaders in the European country's interior design and furnishings industry.

Each weekend, Il Mercato, a high-end grocery marketplace featuring imported goods, will open on the main floor the eight-level space. The activation will change depending on the brand running it, with Italian olive oil makers, chocolatiers, pasta sauce purveyors, restaurateurs and coffee shops set to host at various points from week to week.

Luxury maisons will host pop-ups as well, with Missoni displaying exclusive items alongside various clothing customization options, Moncler allowing guests to personalize its array of apparel via a branded computer, EssilorLuxottica holding a vintage photo booth with Prada and Versace eyewear styles available to try on, Tod's demonstrating its shoemaking craft and Ginori taking over the flagship's seventh floor to showcase its selection of furniture and wallpaper.

Cross-promotion

The launch of "From Italy, With Love" will coincide with the beginning of New York Fashion Week on Sept. 6, 2024.

Bloomingdale's New York flagship will hold a kick-off event on Sept. 7, with Amalfi Coast theming taking over the storefront inside and out, including a fresh facade on its Lexington Avenue entrance. Food carts, branded partnerships and other cultural displays will fill out the eight-floor retail space.

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A post shared by Bloomingdale's (@bloomingdales)

The programming's corresponding campaign will launch earlier that week on Sept. 5, alongside the aforementioned array of exclusive clothing items and jewelry pieces. Imagery will focus on Italian menswear, specifically high-end tailored formalwear from labels such as Armani, Tod's and Ferragamo, among many others.

While the initiative is ongoing, The Men's Store, a Bloomingdale's private label, will utilize high-end Italian fabrics when crafting tailored suits and leather accessories, tying into the greater advertising push.

Marketing materials will also feature looks at upcoming collaborative drops, including AC Milano x Off White, Rag & Bone x Lucali and Kartell x Missoni, among others.



Other prestige American companies are taking different avenues for their seasonal marketing endeavors. Image credit: Bloomingdale's

"It's truly remarkable to see From Italy, With Love' come to life following such extensive planning and strategic collaboration across the organization," said Frank Berman, chief marketing officer of Bloomingdale's, in a statement.

"The campaign serves as a unique opportunity to unite iconic brands, tastemakers and partners, creating a celebration of culture, design and style," Mr. Berman said. "Customers will immerse themselves in the rich offerings of Italy through exclusive products, exciting events and interactive activations, offering an experience like no other."

While Bloomingdale's is embracing Italian heritage, U.S. fashion group Ralph Lauren is celebrating the Big Apple for its fall 2024 campaign ([see story](#)). Fellow U.S. retailer Neiman Marcus is taking a similar approach, however, highlighting fashion's craft without borders ([see story](#)).