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Bergdorf Goodman Unveils Its Renovated Main Floor In Time For New York Fashion Week

New York FASHION
WEEK

Though online luxury sales are rising at a rapid pace—making it more beneficial for brands and retailers to invest in this sector of their businesses—there are still consumers that value the experience of shopping at their local brick and mortar. To be sure, when it comes to selling items with such a high price tag, experience counts for a lot.



Capitalizing on this is [Bergdorf Goodman](#), the historic fashion emporium in New York City. It has recently renovated its [Main Floor](#) (the first major remodel in 30 years) as part of a five-year plan to modernize and reimagine its women's store. It is set to unveil to the public in its entirety on September 6th—just in time for [New York Fashion Week](#).

BERGDORF
GOODMAN

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“The new Main Floor represents a once-in-a-generation reinvention for Bergdorf Goodman,” said Joshua Schulman, President of Bergdorf Goodman and NMG International, in a statement. “A juxtaposition of historic architecture with modern luxury, this renovation will enhance our ability to provide customers with a highly curated assortment of accessories and jewelry as well as a singular New York experience.”

Designed in collaboration with Linda Fargo, Bergdorf Goodman’s Senior Vice President and Women’s Fashion Director, design consultant R. Douglas Gellenbeck, and the firm Michael Neumann Architecture LLC, the floor’s facelift was inspired by Bergdorf Goodman’s Beaux Arts exterior and France’s Art Moderne movement of the 1930s and ’40s. The walls received coats of matte pearl grey paint with continuous Blue de Savoie dark marble base. The floors were changed from wood panels to stone, mirroring the walls’ color pallet. New light fixtures were added throughout the space—like the Louis XV-style chandelier at the 5th Avenue Grand Hall, and the Lobmyer-esque chandelier at the Jewelry Salon. And an expansive window was added to the 58th Street entrance, displaying a view of the Pulitzer Fountain and Central Park.

Along with the Main Floor’s redesign, Bergdorf Goodman will also increase the number of products it offers. From jewelry and sunglasses to handbags and leather goods, accessories from top tier brands have refurbished shelves to sit on, including those from Hermès, Dior, Loro Piana, Tom Ford, Bottega Veneta, Gucci, and so much more.

Even with all these modifications and additions, the parts of the floor that have already been opened to the public retains the upscale, curated vibe that is part and parcel with the Bergdorf Goodman name—but is much less antique looking and sleeker than its previous iteration. Because fashion is all about what’s new and what’s next, the top names in the industry need to constantly reinvent themselves. That’s said, heritage and having an unwavering identity need not be dismissed, as it is the one of the biggest selling points to shoppers. Has Bergdorf Goodman accomplished this juxtaposition of old and new with this redesign? Perhaps. Will it translate into increased sales for the store? Only time will tell. But one thing is for sure after walking through some the halls of the renovated space—the experience is undoubtedly luxurious, and something a website can’t offer wholeheartedly.

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By Betty

Flooring Network

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