

# WINDOWS of Opportunity

A superlative partnership between Bergdorf Goodman and seven legendary New York cultural institutions raises the bar for the retailer's iconic holiday windows.

BY ALLISON BERG

**I**n our quest for efficiency during this most wonderful time of the year, it's tempting to dive down the online shopping rabbit hole and inadvertently eradicate the spirit of the season. Fortunately, Bergdorf Goodman saves us from ourselves with an oasis that draws even the most harried holiday shoppers to Fifth Avenue. *To New York, With Love, Bergdorf Goodman, The 2017 Holiday Windows* is a lavish love letter to our city, yet it defies conventional language. "Like any form of show business, the windows' goal is to engage and entertain," says David Hoey, Bergdorf Goodman's senior director of visual presentation.

Each holiday window inspires with a scholarly yet psychedelic installation, representing the American Museum of Natural History, the Brooklyn Academy of Music, the New York Philharmonic, the Museum of the Moving Image, the New York Botanical Garden, the New-York Historical Society and UrbanGlass. "We wanted to partner with local organizations to shine a light on the city's culture," explains Linda Fargo, the retailer's senior vice president and women's fashion director. "It's important for us to engage with our shoppers on a deeper level and give back to the city that Bergdorf Goodman calls home."

To celebrate these partnerships, exclusive items by designers like Adam Lippes, Lorraine Schwartz, James Bank and David Webb are available in the store and online; they will also be accompanied by special curated events. Among the elegant offerings is a skillfully crafted Loro Piana cashmere-and-silk scarf for the New-York Historical Society. The society's accompanying event is a private tour of the new exhibit *Hotbed* at its Center for Women's History. A portion of the sales proceeds from these items will be donated to the partner institutions. [berdorfgoodman.com](http://berdorfgoodman.com)



Designed by David Hoey, "The Insect Pavilion," from Bergdorf Goodman's 2016 holiday display, was inspired by the paintings of Henri Rousseau and trips to the American Museum of Natural History.

"Never underestimate the power of originality and joyful creativity!" —Linda Fargo