

RETAIL

Bloomingdale's gets 'Wicked' for festive campaign

November 5, 2024



The initiative will kick-off in-store on Nov. 7. Image credit: Bloomingdale's

By ZACH JAMES

Department store chain Bloomingdale's is crossing over into Hollywood for its annual holiday programming.

In collaboration with Universal Pictures, the retailer is debuting a festive, cobranded campaign with the upcoming film adaptation of *Wicked*. The Broadway musical-turned-motion-picture is seeing a large amount of luxury play leading into its release later this month, with Bloomingdale's premiering pop-up shops, window displays and exclusive product drops themed around the blockbuster and its setting of the fantastical world of Oz this week.

"*Wicked* is the perfect brand for Bloomingdale's as it connects with its culturally savvy shoppers who see Broadway as part of their lifestyle," said Allen Adamson, cofounder and managing partner of [Metaforce](#), New York.

"While always relevant for its flagship store on 59th in NYC, the movie allows it to unlock *Wicked's* energy nationwide and online," Mr. Adamson said. "It allows Bloomingdale's to tap into the movies' distinctive look and buzz, much like Barbie did with its mass audience."

Green flag

Titled "A *Wicked* Good Holiday," the campaign will launch on the department store chain's website on Nov. 5, with in-store activations following on Nov. 7.

With the debut this week, Bloomingdale's will open the *Wicked* Good Holiday Shop, an experiential pop-up themed after the Emerald City, the shimmering setting of the upcoming movie musical. The space will offer a carousel of gifts and more than 100 exclusive items from a bevy of luxury labels, such as Estée Lauder Cos.-owned skincare company La Mer and Los Angeles-based lifestyle brand Flamingo Estate.



More than 150 brands will participate in the seasonal showcase. Image credit: Bloomingdale's

Many pieces included in the selection will be inspired by the blockbuster, including Bloomingdale's private brand Aqua's largest collection ever, which will be comprised of more than 70 items spanning womenswear, childrenswear and accessories, each taking design cues from the film's Oscar-nominated costume designer Paul Tazewell and his looks for the lead characters of Glinda and Elphaba.

While the pop-ups and seasonal gift selections go live this week, more activations are planned for the future, with the iconic window displays of the department store chain's New York flagship receiving a holiday makeover on Nov. 13. This debut will kick off a massive celebration, with British actress, singer and star of *Wicked* Cynthia Erivo hosting a nighttime event featuring performances from Broadway and Hollywood stars, as well as a dance routine overseen by Emmy-nominated choreographer Christopher Scott, who also worked on the upcoming movie.

The event will also feature a first look at this year's Santaland pop-up, which will arrive later this year. A large number of branded activations are planned throughout November and December, with luxury brands participating in several.

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A post shared by Bloomingdale's (@bloomingdales)

High-end publisher Assouline will host a limited-time library space coinciding with the holiday initiative, spotlighting its selection of coffee-table books. Beginning on Nov. 13, several culinary creations will go on sale, including Marc Jacobs cookies, Swarovski crystal lollipops and a Jimmy Choo hot cocoa bar, among others.

"Bloomingdale's comes alive during the holiday season, and this year, we're more excited than ever for what's in store," said Frank Berman, EVP and chief marketing officer at Bloomingdale's, in a statement.

"The magic of *Wicked* will shine through every aspect of the holiday campaign, from our iconic reimagined Santaland, to our lineup of exclusive gifts and products, and our highly anticipated window display," Mr. Berman said. "We're excited to continue to bring joy and wonder into the season for our shoppers."

Follow the yellow brick road

On top of the kick-off celebration and the *Wicked* Good Holiday Shop at the New York flagship, Bloomingdale's locations across the United States will also offer themed experiences throughout the end of the year.

On Dec. 7, 2024, A *Wicked* Good Holiday shopping experience will occur at all of the retailer's stores from 1 p.m. to 4 p.m., with further details to be revealed at a later date. Other luxury brands are also partnering with Universal Pictures to cross-promote the film, in theaters on Nov. 22, and their latest offerings and events.



Wicked's director appears in another luxury brand's seasonal marketing initiative. Image courtesy of Neiman Marcus

Last week, Ms. Erivo hosted the 2024 CFDA Fashion Awards, which honored industry icons such as late Cuban-American fashion designer Isabel Toledo and American photographer Annie Leibovitz, among others ([see story](#)). On Oct. 21, Toyota Corp.'s Lexus launched "Experience OZmazing," a multi-faceted marketing campaign appearing across television advertisements, dealership point-of-sale placements and cobranded social content, plus sponsorship of the film's premiere ([see story](#)).

U.S. retailer Neiman Marcus also embraced the creatives behind the upcoming motion picture, with its holiday campaign featuring *Wicked* director Jon M. Chu ([see story](#)). Bloomingdale's, as well as the other brands crossing over with the blockbuster, likely hope these collaborations will mobilize the affluent Broadway audience.

"They're not just driving holiday sales but creating retail theater that gives shoppers a reason to step away from their screens and into their stores," Mr. Adamson said.