



bloomingdale's
a brief-ish **HISTORY**

Golden Anniversary

BLOOMINGDALE'S 1872 — 1922

STORE NEWS

S. J. BLOOMINGDALE GIVES MANY AWARDS TO LARGE GATHERING IN LUNCH ROOM, MAY 23

Prizes Distributed For Big Increases In Anniversary Sales

...particularly well in the ... held by the store ... employees' Lunch ... at nine o'clock. ... to receive the ... party and willing ... a word of com ... Mr. S. J. Bloom- ... of the contest which ... of Values were met. ... showed a far larger in- ... enly-five per cent required ... who are listed below

TRANSIT CHANGES MAY SHIFT RETAIL CENTER OF NEW YORK

59th Street Looms As New Shopping Center Probability

The Transit Commission has proposed 32½ miles of new subway lines. These changes when they will become effective will make 59th Street a general transit center. The change will make our section of the city a transit center and make it convenient and accessible from all parts of Greater New York. Men who have made a study of such improvements in the city are authorities for the statement that the opportunities for increasing business at Bloomingdale's are unlimited.

It will be possible to go directly to various parts of the city and its outlying district from Columbus Circle by the proposed subway additions. Briefly, one will be able to go to Harlem, Staten Island, Washington Heights, Nonkers, Coney Island and all sections of the city.

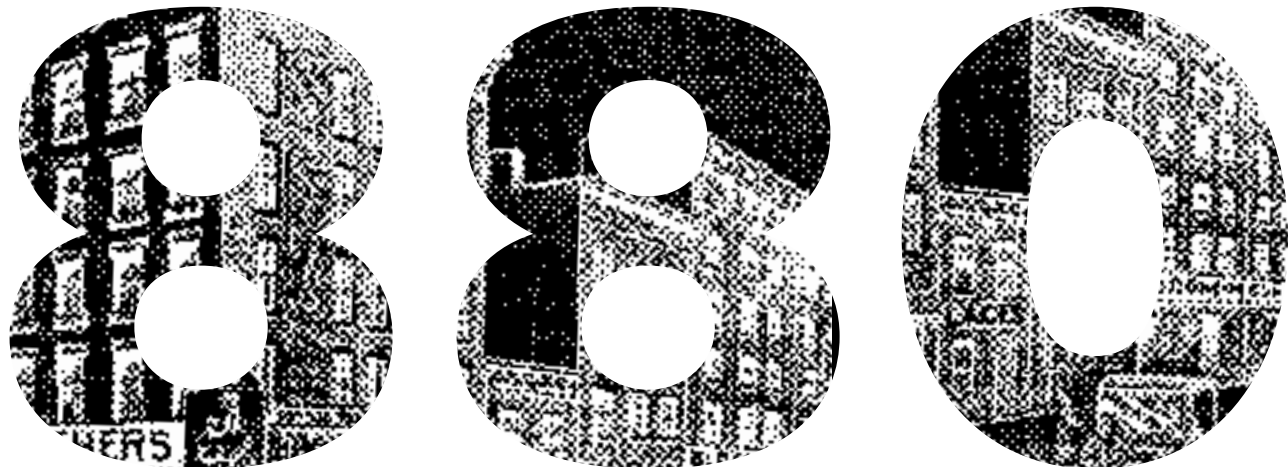


1872-A GREAT EAST SIDE BAZAAR, THE FIRST HINT OF HISTORY IN THE MAKING

The Bloomingdale Brothers coin the phrase, "Location, location, location," and open their first store at 938 Third Avenue, farther uptown than any other department store. Women celebrate by snapping up the season's scandalous new hoop skirt and, *voilà*, the East Side is born.



—500—
SPRING & SUMMER



BLOOMINGDALE BROTHERS

234, 230 & 228 THIRD AVE. ↕ NEW YORK ↕ 180, 162 & 184 E. 56TH ST.

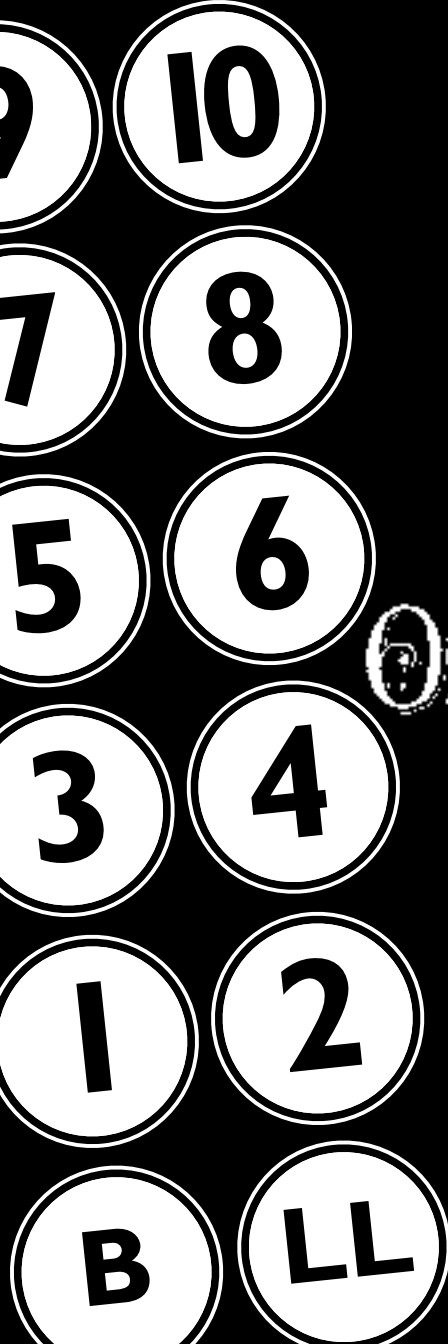
THE TWO BEST PLATE-GLASS WINDOWS ON THIRD AVENUE

Bloomingdale's introduces a radical retail innovation to the new store on East 56th Street. It was the first store to install glass carriages and escalators. Attention-grabbing window displays feature demonstrations of everything from the latest Paris fashions to how-to-knit.— Admission free.

And, window-shopping becomes a popular New York pastime.

Joseph and Lyman BLoomingdales stated the store is "Not a store, but a destination".

Bloomingdale's is "Like no other store in the world".



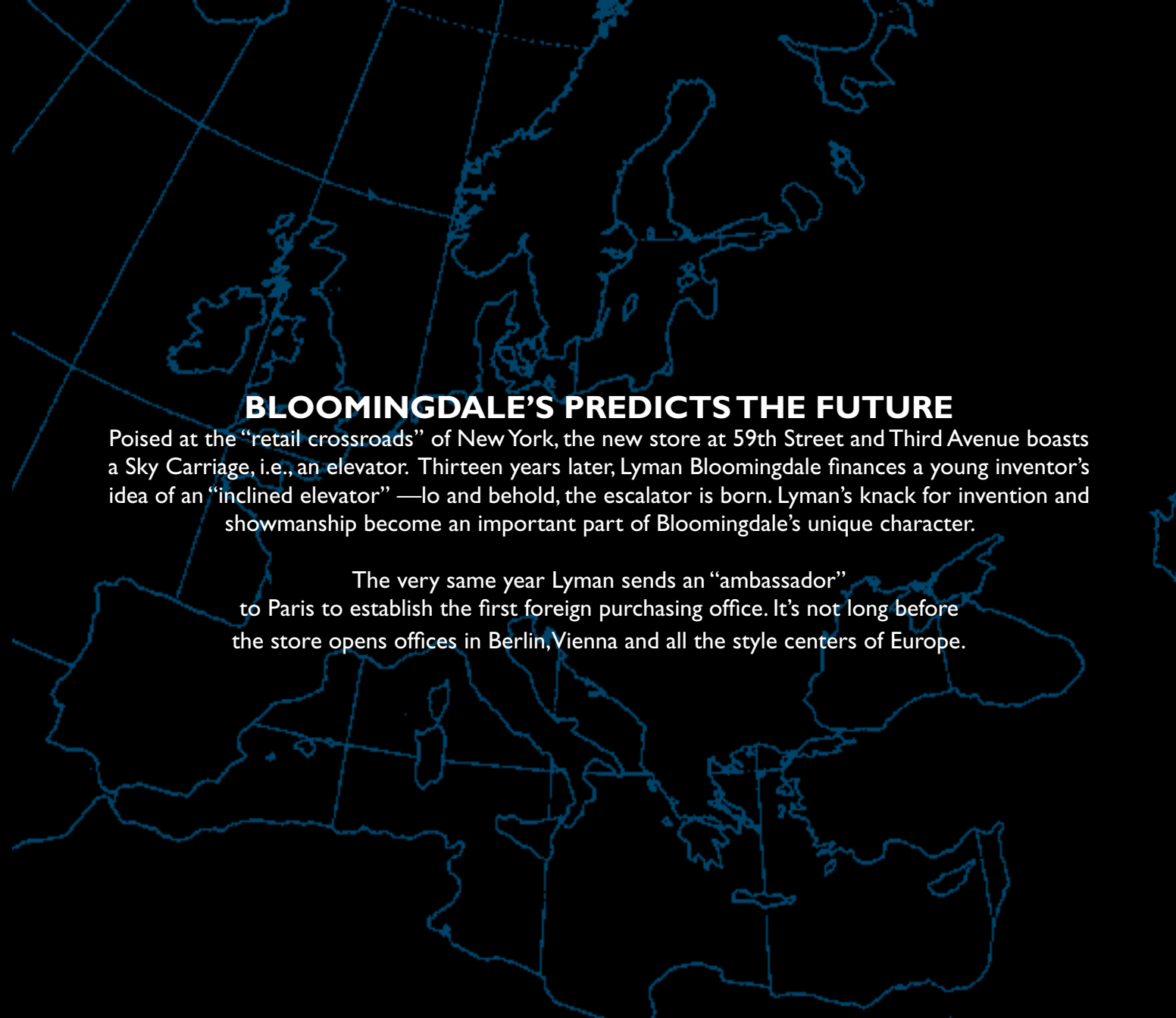
OPENING OF NEW BUILDING.
3rd Ave & 59th St.

1886

BLOOMINGDALE'S PREDICTS THE FUTURE

Poised at the "retail crossroads" of New York, the new store at 59th Street and Third Avenue boasts a Sky Carriage, i.e., an elevator. Thirteen years later, Lyman Bloomingdale finances a young inventor's idea of an "inclined elevator" —lo and behold, the escalator is born. Lyman's knack for invention and showmanship become an important part of Bloomingdale's unique character.

The very same year Lyman sends an "ambassador" to Paris to establish the first foreign purchasing office. It's not long before the store opens offices in Berlin, Vienna and all the style centers of Europe.





1902



“ALL CAR TRANSFER TO BLOOMINGDALE’S” A SLOGAN KNOWN THE WORLD OVER

The IRT Third Avenue El, or elevated train, is the transportation method of choice for turn-of-the-century Bloomingdale’s shoppers, so much so that billboards (and beach umbrellas and comic strips) all over the city and the world boast the popular slogan “*All Cars Transfer to Bloomingdale’s.*” Gold footprints were embedded into the sidewalk so people would follow them off the train and into Bloomingdale’s.

1909—A BRIDGE TO BRING THEM HOME

Lyman Bloomingdale’s dream of a bridge linking Manhattan to the rapidly growing suburb of Queens is realized in the opening of the iconic 59th Street Bridge. Before his death, he’d served on the bridge’s building commission. Now, even more cars could transfer to Bloomingdale’s.

1910—TO A (MODEL) T

Bloomingdale’s becomes the first store in New York City to use Henry Ford’s Model T for deliveries.

1915—ENERGY MOVES EAST

With the opening of the Lexington Avenue subway, the East Side becomes a boomtown. Maids and matrons alike meet to nosh at Bloomingdale’s popular deli. Before Zabar’s and 2nd Avenue Delicatessen, Bloomingdale’s was the place to go for those hard-to-find *appetizers.*

1929

BLOOMINGDALE'S GETS A GLAMOROUS MAKEOVER

Bloomingdale's anchors itself on Lexington Avenue and adds eleven new stories, capturing the new craze for Art Deco glamour with *of-the-moment* materials like black granite, limestone and terracotta. It occupied the entire block from Lexington to Third Avenue and from 59th to 60th Streets. It is actually 10 buildings that are interconnected.

...AND IN 1930, A HANDSOME SUITOR

Bloomingdale's is looking more radiant, fashionable and youthful than ever. Understandably smitten, Federated Department Stores proposes marriage. After an appropriate period of consideration, Bloomingdale's accepts. The alliance proves terribly successful, and Bloomingdale's buying power increases tenfold. The marriage of the century is off to a rollicking start.





1947

BLOOMINGDALE'S TURNS 75 AND PARTIES LIKE A TEENAGER

To mark her Diamond Jubilee Bloomingdale's invites America's hottest 26 designers—including luminaries Claire McCardell, Pauline Trigere and Jo Copeland—to create a couture outfit for the store windows. Mid-century fashionistas swoon on the sidewalk. The store also launches the first-ever home furnishings showroom. Mid-century furniture fans swoon on the sofas.

1949—THE FIRST STIRRINGS OF A STYLISH EMPIRE

As urbanite and urbanista alike flock to the suburbs, Bloomingdale's joins them and introduces the essence of the New York flagship to new stores in New Jersey, Westchester County and Long Island.



FASHION EXPLODES

Men on the moon. The Mustang. Mod shops. And more. Bloomingdale's is the first store to give an admiring American audience to European visionaries like Yves Saint Laurent and Courrèges.

TAKE THE MINI TO THE MAX

Fashion instincts as sharp as a pleat, Bloomingdale's is way ahead on the miniskirt craze.

GET GROOVY, BABY

Starting in the fall of '63, Bloomingdale's is the first store to commission the era's grooviest artists to illustrate the shopping bag. Artists like Jonah Kinigstein and Michael Vollbracht revolutionize the Bloomingdale's bag, making them instant art collectibles. Shopping bags will never be same, as other stores quickly follow our lead.



1970's

BLOOMINGDALE'S GOES HOLLYWOOD

The decade of decadence gets off to a bang as Bloomingdale's partners with Hollywood and Broadway. Major movies are filmed in the 59th Street store. Woody Allen's *Manhattan*, *Starting Over*, and *The Electric Horseman* are just the beginning, with *Splash* and *Moscow on the Hudson* following in the Eighties.



HAPPY BIRTHDAY

Bloomingdale's



1972—BLOOMINGDALE'S TURNS 100

Diana Ross, Dr. Spock and Jackie O are just a few of the celebs who turn out to celebrate one of the biggest centennial fêtes of the decade.

A brand-new men's store and a groundbreaking selection of international designs are the talk of the town. Celebrities, entertainers and socialites make a daily choice: Studio 54 or Bloomingdale's? If the paparazzi are any indication, it's all about 59th Street and Lex.

BLOOMINGDALE'S LAUNCHES THE BIG 3

Ralph Lauren, Donna Karan and Calvin Klein get their big starts at Bloomingdale's, proving yet again that we're the store that champions youth, newness and fresh outlooks.



1976



BLOOMINGDALE'S GIVES HM QUEEN ELIZABETH THE ROYAL TREATMENT. AMERICA'S BICENTENNIAL YEAR BRINGS A ROYAL FLUSH. WITH A LIST OF IMPORTANT PLACES TO VISIT, THE QUEEN PUTS HER FINGER ON BLOOMINGDALE'S.

Royal protocol declares that Her Royal Highness may only exit her car from the right. To enable Her Majesty to visit Bloomingdale's, the entire direction of Lexington Avenue traffic is changed. Her Majesty's visit was the culmination of a three decade transformation of the store's image that created a cultural phenomenon all it's own.





1979

BLOOMINGDALE'S CRYSTAL BALL

As the Seventies come to a close, people around the world watch for Bloomingdale's example. "Kal" Rutenstein is hired and, overnight, the Fashion Office becomes America's trend-forecaster. In fashion Bloomingdale's launched new designers and created boutiques for already-famous names like Ralph Lauren Norma Kamali Sonia Rykiel and Kenzo. Bloomingdale's ability to spot new talent first is legendary and the store has played a pivotal role in the development of young designer's from Marc Jacobs to Zac Posen.

GRAPHIC AND GLOBAL

The new b-way cosmetics floor launches with sleek, dark, glossy and elegant black Belgian and white Carrara checkerboard marble floors. It becomes an instant Bloomingdale's signature. "India," the first of Bloomingdale's splashy international promotions kicks off to incredible buzz. Indian-inspired fashions are displayed side by side with rare finds brought back from the mystical subcontinent.

80's

WHEN?

WHAT DID THEY WEAR? WHO?

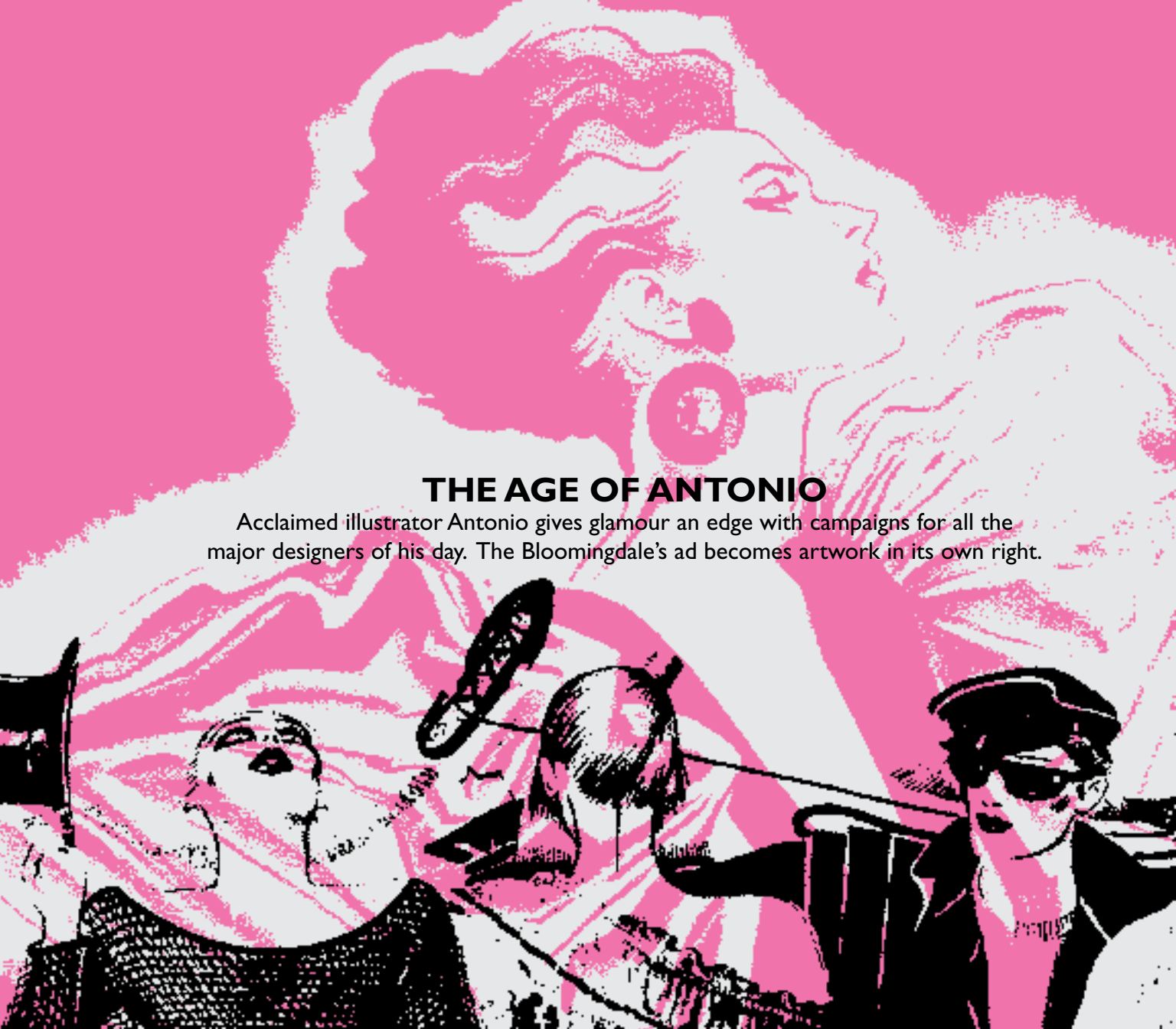
Polaroid

BLOOMINGDALE'S SELLS THE "SIZZLE."

Warhol calls Bloomingdale's "the new kind of museum for the '80s."
"Warhol loved gossip! He went to Bloomingdales. 'Who came in? What did they buy? How much jewelry were they wearing?' He knew famous people came in. And he wanted to know all the details."

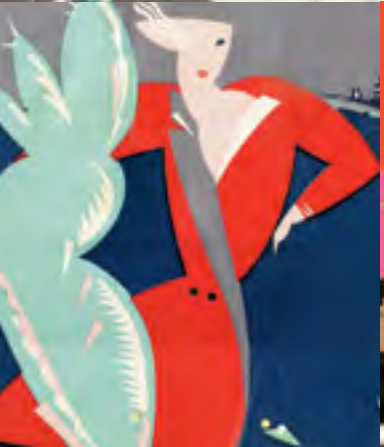
And, each day, the store transforms itself into a cutting-edge gallery of the latest and greatest. Bloomingdale's jumps aboard the decade of gala glamour. Star fashion figures like **Karl Lagerfeld, Diane von Furstenberg, Liza Minnelli and Oscar de la Renta** jet in for glamorous store openings.





THE AGE OF ANTONIO

Acclaimed illustrator Antonio gives glamour an edge with campaigns for all the major designers of his day. The Bloomingdale's ad becomes artwork in its own right.



medium
brown
bag

ICONIC

From the very beginning, what customers carry is as important as what's inside.

Bloomingdale's iconic Big Brown Bag first hit the streets in 1973.

The Little Brown Bag followed a year later and the Medium Brown Bag was the final addition.

Various examples of these history bags can be seen to this day in museum collections around the world. Bloomingdale's has commissioned the most iconic notice-me shopping bags in department store history.

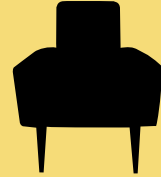
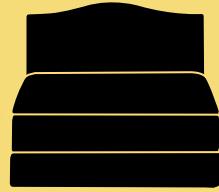




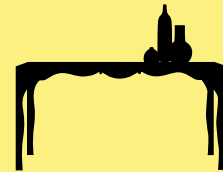
1988-YEAR OF THE DRAGON

A year before President Nixon traveled to China, Bloomingdale's was already making strides in rekindling a trade relationship with mainland China. Fifteen years later, in 1988, following up on the popular success of its first China campaign, the 59th Street flagship offers a 7-week epic panorama of fashion and design from the Orient, celebrating 10 years of trade with the People's Republic. Decked out accordingly, the store shines like a jewel from the Forbidden City.





1996



THE NEW GOLD RUSH

Four new California stores in four days: Century City, Stanford, Sherman Oaks and Newport Beach. And one year later, Beverly Center. Bloomingdale's is now the only upscale, full-selection department store with national presence. Californians celebrate by shopping—and then going to the beach.

2000—BLOOMINGDALE'S JUMPS ON A NEW CENTURY WITH A NEW IDEA

A millennial outlook is very Bloomingdale's indeed. We take our commitment to luxury to new heights, filling stores with an even more lavish product assortment. Fabulous new freestanding home furnishing stores open in Las Vegas and Chicago.

“THE MOST POPULAR STORE”

2003

BLOOMINGDALE'S ENJOYS A MAJOR RAVE

Zagat's gives Bloomingdale's top marks in the shopping category, awarding it “Most Popular” and “Quintessential New York” store. For once, New Yorkers agree with the critics.

EXTRA EXTRA

HAPPENING
IN SOHO

2004



BLOOMINGDALE'S GETS DOWNTOWN FASHION CRED

All good things get better when they move downtown. Bloomingdale's opens in Soho.

We take a historic cast-iron façade building on Broadway and transform it into a polished gem of 21st century fashion.

But more importantly, we become a stunning example of the "downtown" trend—and the fashionista pack follows suit.





ENDURING LOVE

The love, that is, that designers feel for us. In 2005, Marc Jacobs jumps at the chance to design our Hoiday shopping bag. Quickly becoming a coveted collector's item, the bag inspires people to blow kisses to each other across the avenues ... and across the miles.

*Love
Marc Jacobs.*





Fashion Goes West

HAPPENINGS
SAN FRANCISCO

2006-BLOOMINGDALE'S BRINGS A BLIZZARD OF BLACK AND WHITE CHIC TO SAN FRANCISCO AND SAN DIEGO

Bloomingdale's spacious, airy and strikingly black and white West Coast flagship injects Frisco's stylish charm with trademark New York energy. Anchoring the Westfield San Francisco Centre in the SOMA district, Bloomingdale's award-winning San Francisco store hosts hot designers like Biba, Maison Martin Margiela and Hussein Chalayan as well as great names in home design. Barely two months later, Bloomingdale's salutes the southern California lifestyle with an exciting new store in San Diego's Fashion Valley mall.

PREMIER
MEDIE
bloom
HAPPENINGS
SAN DIEGO
bloom
SAN FRANCISCO
HAPPENINGS
SAN DIEGO
bloom
HAPPENINGS



2007

BLOOMINGDALE'S BRINGS "CHEVY CHIC" TO CHEVY CHASE

Three stores a charm ... as Bloomingdale's opens the jewel in its D.C. metro-area crown to full fashion fanfare, an exciting blend of Washington's classic style and New York's energy. The destination for those "in the know," Bloomingdale's Chevy Chase showcases the hottest designers, the newest looks in cosmetics and accessories, exclusive launches of fashion's most coveted labels, as well as a world-class Home Store.



BLOOMINGDALE'S SPRINGS ETERNAL IN SOUTH COAST PLAZA

Continuing a two-store-a-year trend, Bloomingdale's unveils its Southern California flagship at South Coast Plaza in Orange County (the eighth in California). Hosting the best designers and selections edited specifically for Southern California denizens, South Coast Plaza becomes a must-go shopping destination. Like Chevy Chase, South Coast Plaza represents the new standard for how Bloomingdale's will recreate its unique character throughout the U.S. and the world.

The letters 'S', 'M', and 'CA' are stacked vertically in a large, bold, orange font. They are superimposed over a background image of a beach with waves breaking on the shore. The 'S' is at the top, 'M' is in the middle, and 'CA' is at the bottom. The letters have a slight shadow and are semi-transparent, allowing the beach scene to be seen through them.

S
M
CA

2008

LIFE'S A BEACH

Continuing a two-store-a-year trend, Bloomingdale's unveils its Southern California flagship at Santa Monica. Hosting the best designers and selections edited specifically for Southern California denizens.



CHECK *it* **OUT**

2009

BEAUTY REVAMP!

The Bway floor at 59st gets "The Biggest Make Over in NYC".
It also boasts the the *only* Clarins spa in NYC! Get your beauty fix at state of the art kiosks
with an array of beauty brands for your best face forward.

the **NEW 59&LEX**



2010

BLOOMINGDALE'S OPENS IN THE DUBAI MALL.

It's the luxury retailer's first-ever store abroad, and it sounds pretty fantastic. Very different from Bloomie's here in the States, with a focus on ultra-high fashion instead of accessible luxury. There are two Bloomingdale's outposts in the mall, one dedicated to fashion and the other to home. Macy's Inc., which owns Bloomingdale's, teamed up with Dubai-based Al Tayer Group to open the store. Bottega Veneta, Balenciaga and Yves Saint Laurent shop-in-shops are at the new Bloomie's.

more,
more,
more.

2010-BLOOMINGDALE'S HAS SO MUCH MORE FOR YOU TO LOVE.

Today, there's no stopping where we can go. There are 12 OUTLET STORES since 2010 and growing.






2011

A GLEAMING NEW SPACE FOR FINE JEWELRY

Designed to showcase to every facet of the world's best designers on the balcony at 59 and Lex.
Boasts a state of the art David Yurman shop in NYC. Visited by over 400,000 people
from over 230 countries and all 50 states. NYC Concierges Choice Award winner 5 years running.



1872-2012

140 YEARS—A STATEMENT OF STYLE.

NO LIMIT TO BEING LIKE NO OTHER

Today, there's no stopping where we can go. The type of innovation synonymous with our brand since its first days continues to be central to Bloomingdale's mission of luxury. By looking back at the triumphs of our past, we behold our future. It's a future like no other.



BLOOMINGDALE'S GIVES AS GOOD AS IT GETS

Chairman and CEO Michael Gould's and President and COO Tony Spring's shared commitment to philanthropy mirrors the historical character of Bloomingdale's. We support diverse organizations, including the FDNY Children's Fund, Mentoring USA, the Breast Cancer Research Foundation, the National Colorectal Cancer Research Alliance (NCCRA) and the fight against juvenile diabetes and HIV/AIDS.