

DESIGNS FOR

bloomingdale's

HOME FURNISHINGS FASHION OFFICE



## FOOD & CANDY PROGRAM

Bloomingdale's is known for being an upscale, fashion-forward brand; but how do you make candy look fashionable and still be fun? I achieved this by using bright, eye-popping colors mixed with bold stripes, polka dots and other geometric patterns, often blending vintage sophistication. Traditionally, the packaging took on an upscale appearance while still being whimsical and fun. It also had to make a great-looking gift.



## PRODUCT DESIGN & DEVELOPMENT

While working in the Home Furnishings Fashion Office, I was called upon frequently to design many exclusive products for Bloomingdale's. The "Only@Bloomingdale's" products I designed and developed ranged from hand-blown glass ornaments and snow globes, all the way to furniture and toy trains. The Fashion Office developed these products for such companies as Apple Corps, American Folk Art Museum, Steiff, and Christopher Radko.



## VISUAL & PUBLIC RELATIONS SUPPORT

The Bloomingdale's Visual and Public Relations Teams consistently employed the Home Fashion Office for signage and visual support. Working in the Home Fashion Office I accomplished the eye-catching, upscale signage and visual support Bloomingdale's requires to attract customers to different areas of the store. I executed everything from designing logos and hang tags, to product photography, signage, producing press preview booklets and oversized transparencies for light boxes.