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MAKEOVERS

Bergdorf Goodman Is Stepping Up Its Menswear Game

Thursday, December 22, 2011, by [Tiffany Yannetta](#)



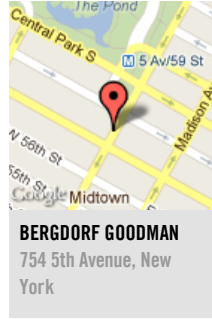
Image via [WWD](#)

Bergdorf Goodman is in the midst of revamping its men's store, and *WWD* reports that it's the first time the department store has done such a vast menswear remodel. Phase one of the renovation is the now-completed **Lanvin** shop: The area is a "retro-modern environment" that carries all of the brand's menswear categories, from sneakers to tuxedos. The shop even has its very own fitting rooms that overlook the street.

In addition to that, **Prada** will be getting its very own shop too by the end of next week. Other brands that aren't getting as much personal space will at least get some more breathing room, as Bergdorf plans to spread out its **Givenchy** and **Rick Owens** offerings. Executive VP of Merchandising **GINNY HERSHEY-LAMBERT** explains: "You'll see the breadth of our assortment. It'll be so much stronger." New vendors will also be added, and come pre-fall, **YSL** will make its Bergdorf menswear debut. *WWD* points out that perhaps the luxury giant is using all of its muscle to compete with the recently spruced-up men's department over at **Barneys**.

- [Bergdorf Unveils Initial Phase of Men's Revamp](#) [WWD, subscription req'd]
- [How Mark Lee Has Jazzed Up the Barneys Men's Department](#) [Racked NY]
- [All Bergdorf Goodman Coverage](#) [Racked NY]

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