

NEWS RELEASE

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FOR IMMEDIATE RELEASE

A Return To Bloomingdale's For Seattle | NYC Agency, GIRVIN

December 19, 2006 – Tim Girvin, who partnered with 80's Bloomingdale's Creative Director John Jay (now Global Creative Director for Weiden+Kennedy, Portland, OR), in creating some of the most memorable campaigns for Bloomingdale's, has returned to the creative fold for thematic design in holiday advertising and merchandising promotion for the Bloomingdale's 2006 Christmas campaign.

Working with current Bloomingdale's CD Audrey Nizen and marketing leadership, Girvin created the current Celebrate! campaign based on a starred / compass theme featuring a constellation of hand-drawn languages that are used in independent applications, holistic patterning, print, product, packaging and online applications. Audrey Nizen's vision was to build a global theme of celebration and enlisted Tim Girvin's efforts in visualizing this conception. After an opening exploration of varying thematic treatments, utilizing Girvin's history in creating multi-dimensional campaign design for department stores, Girvin and the internal team set about building the campaign developments for all aspects of media promotion during the current season -- from shopping bags to website applications, from product development to merchandising stylizations. It was the first time in nearly 20 years, since Girvin and Bloomingdale's had aligned in creating this massively coordinated effort in visual merchandising promotion.

"Campaign design is really about thinking promotionally in a hybrid sense, and creating approaches that visually extend to all media: built, online and print. Working with Audrey and her team was a grand return for me, to the earlier days of campaign development and store implementations. In a way, it's where I began, 30 years ago. Her vision was clear from the start, and her team was remarkable to work with, as we embraced the design directions and built it out to a complex overlay of marketing expressions for the stores" said Tim Girvin, Principal, GIRVIN, Inc. | NYC.

To the success of the campaign, it's still too early to formally quantify, but overall sales in all retail for the close of 2006 are trending up to new percentages beyond earlier years.

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GIRVIN is a strategically focused brand development design group based in Seattle and NYC, with international affiliations. Their clients include Ameristar, Callison, Canyon Ranch, Federated Department Stores, Gucci, Johnson & Johnson, Leviev, MGM | Mirage, Paramount Studios, Procter & Gamble, Starwood Hotels & Resorts, Wynn Resorts.

