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Versace Shop Opens in Bergdorf's

Versace shored up its presence inside Bergdorf Goodman with last week's opening of a 400-square-foot shop for ready-to-wear, accessories and shoes. The space is situated on the second floor, opposite the elevator between Dolce & Gabbana and Gucci and with a view of The Plaza.

In recent years, it's been an uneasy dance between Bergdorf and Versace. The brand was absent from the store for three years until 2007, when it reentered with its runway collection and was afforded less than optimum space. "It's been an evolution," said Patrick Guadagno, president of Versace in the U.S. "The good thing is now we are really back." "Versace is a brand that has always had a seductive allure," said Jim Gold, Bergdorf's president and chief executive officer. "The clothes are fitted to the body in a way that highlights a woman's shape. Our clients love the Versace day dress in color with interesting details and coordinated tailored jackets. They work so well because their versatility and cut is always about the woman's body. Our clients also love Versace jersey dresses, which are sexy, yet sophisticated, and go day into evening....Versace is capable of doing over \$4 million in its shop, especially if the economy improves."

The shop is furnished with a black lacquered writing table from the Versace Home collection, a black velvet carpet and an ebony daybed with white tufting, all of which reflect the decor of Versace's Fifth Avenue flagship. The accessories are displayed in a white leather fixture with concealed bulbs to create a wash of light.

At the core of the collection are cocktail dresses, in ruched jersey, priced \$1,445, with a plunging neckline and an architectural inset on the back, priced \$2,380, and a plissé wave print, priced \$3,350. There's also a metallic tweed jacket, priced \$3,700 with matching skirt, \$1,765, and a wool mohair "fil coupe" dress with hand-stitched hardware trim along a leather ribbon, \$4,695. Offsetting the fluidity of the rtw are the structured accessories, including the red eelskin biker bag, priced \$2,470. Versace shoes are also sold in Bergdorf's shoe salon.