

SEASON OF SPARKLE

BY FAITH HOPE CONSOLO



CHRISTMAS



Holiday 2011— Season of Sparkle

It's the Holidays!

The time of year when we're Dashing around to stores, Dancing at dawn, Prancing to parties ... you get the idea. And no New York holiday is complete without a visit to our famed department store windows. Each year, our signature stores top their previous presentations, and 2011 is no exception. Technology meets style to make for a merry afternoon!

Lord & Taylor's windows answer the question "What is Christmas Made Of?" But what makes this special is that the answers come from children living in Women In Need shelters as well as local schools. Armed with their answers and artwork, the store's designers have created mechanical tableaux of skaters, home decorations and, of course, chats with Santa.

Macy's partners with the Make-a-Wish Foundation for displays that combine technology and animation to turn wishes into ornaments, all in glorious white. One window features 3DFusion, a patent-pending version of 3D that doesn't require special glasses – the first time it's being used in a retail setting. The Ship of Wishes window focuses on real wishes from the Foundation's children. Visitors also can use their cell phones to create their own ornaments!

Van Cleef & Arpels salutes elegant balls of yesteryear, with silhouettes of figures in Venice, the grand Russian Court, and New York's legendary Black and White Ball, while highlighting some of the world's most beautiful jewelry.

Bloomingdale's makes a total departure from last year's radically stark display, featuring animated vignettes based on its holiday bags. (Each week a different style bag was released.) And you can become part of the action – cameras photograph visitors watching the arrays, then display the pictures above the windows and in its Facebook Gallery.

Saks Fifth Avenue updates its 2010 bubbles theme by allowing shoppers to enter the story of Holly, who visits the Land of the Bubblemakers. The store integrates its fashion in each of the windows, which illustrate a scene from the story.

Barneys' windows this year will make you GaGa – as in Lady GaGa. Tied to the fifth floor GaGa's Workshop, the windows are the pop star's version of Santa's Workshop, created in collaboration with artists Eli Sudbrack and Christophe Hamaide Pierson, and Mugler creative director Nicola Formichetti.

Bergdorf Goodman's "Carnival of Animals" gives you a tour of great materials– a "brass menagerie" of tropical metal birds, a paper display of zebras, dalmatians and other black-and-white animals, among others. Cross the street to the Men's Store for more!

Tiffany surrounds its windows with sections of antique-looking carousels in, of course, its signature blue.





Henri Bendel salutes the Statue of Liberty on her 125th birthday, outfitting her in a dress of jellybeans (really). Other displays honor New York living, with taxis, tiny apartments and the Brooklyn Bridge.

Take a moment to watch these windows of wonder – and remember what it's like to be a child in New York again.

Happy Holidays and Happy Shopping!

Faith Hope Consolo

