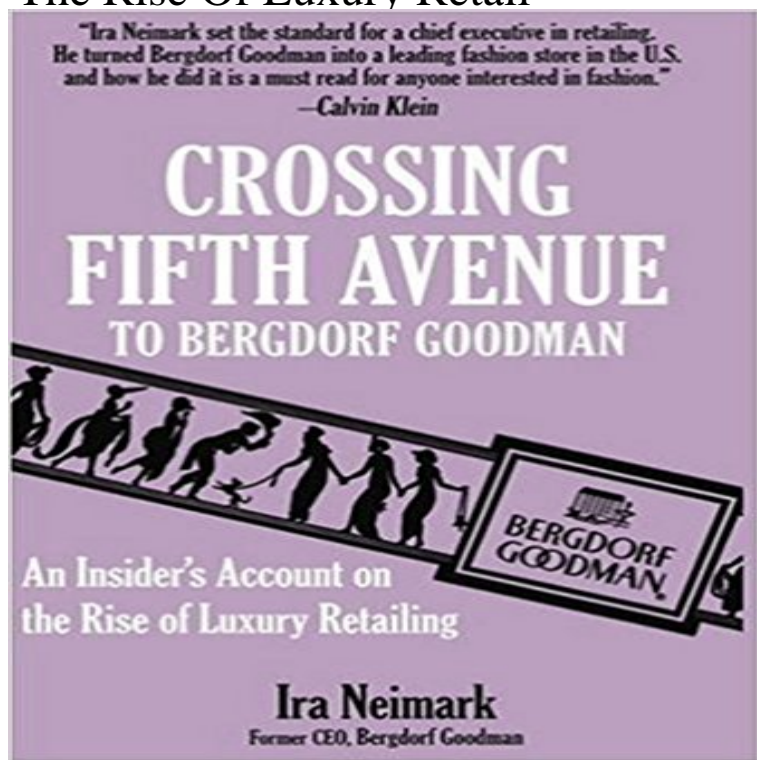


# Crossing Fifth Avenue To Bergdorf Goodman: An Insiders Account on The Rise Of Luxury Retail



From assistant to the doorman at Bonwit Teller to CEO of Bergdorf Goodman, Ira Neimark crossed Fifth Avenue unlike anyone else. Christmas 1938, when he began working at Bonwit Teller on 56th Street and Fifth Avenue, he had just turned 17. Mary Martin, the toast of Broadway, sang at Bonwits exclusive 721 Club Christmas cocktail party where young Ira, in a snug bellhop uniform, greeted the rich and famous. Four decades later, as the new CEO of Bergdorf Goodman, he transformed the iconic Fifth Avenue department store from an old, dull, expensive and intimidating store, into a young, exciting expensive and intimidating store that became first in luxury and glamour. Among his stunning achievements: the reintroduction of Paris couture in the United States, dramatic showcasing of the great Italian and French designers, developing the best new American designers and elaborate promotional launch events featuring haute couture that lit the spark for Bergdorf s revival. Crossing Fifth Avenue To Bergdorf Goodman captures the magic of the fashion business at its most exciting moments. It is replete with intriguing, personal anecdotes about the world s most famous fashion personalities. Also included are insightful sections on Lessons Learned (in each chapter) covering the highlights of Ira Neimark s legendary success and featuring his words of wisdom on a variety of challenges. Only Ira Neimark could tell these stories and articulate the business lessons that made him the last man standing among the greats of fashion retailing lessons that continue to compel major multi-national companies to seek his counsel.

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