

CONDÉ NAST

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it's all
about

LUXURY

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Domestic Bliss*

THE BUSINESS OF BLISS

In Seventh Heaven

ONLY WE COULD sell a \$17 toothbrush!" says Vicki Haupt, senior vice president for Bergdorf Goodman's decorative-home department. "We sell them year after year."

The seventh floor of the Fifth Avenue fashion emporium has evolved into a mecca of luxury, a suite of intimate shops that appeal to both old-guard and nouvelle sensibilities.

"You should have a sense of discovery when you come to

and teapots, she confides that she likes "the vintage business because most of the pieces are one of a kind. Customers know to buy something they love right away, or someone else will!" In the china and crystal department, she marvels over the Venetian-style candlesticks handblown by William Gudenrath in upstate New York exclusively for the store. "They're beautiful, one of a kind, and \$195," she says. "They would cost a lot more if

Like a miniature MADISON AVENUE, the floor is chockablock with taste and TEMPTATIONS

this floor," says Haupt as she points out a display featuring a \$1,400 model boat from England and a \$20 jar of Texas pickles. "We're not just about having expensive things," she says, acknowledging reports that Bergdorf's may open satellite stores for the home and men's wear in other cities. "We also want to have things that are accessible and special."

Haupt is the ideal docent. She has a keen appreciation for the floor's varied treasures, including majolica and découpage, Christian Liaigre furniture, Venini glass, Hermès baby dishes, and William Yeoward glass. In the Hôtel Silver department, she explains that "hôtel pieces have a special patina because they're silver plate over nickel." In the Tea Shop, a cozy world of whatnots stacked high with vintage cups, toast racks,

you bought them in Venice."

While the floor's salespeople can't be expected to mimic Haupt's enthusiasm, she insists that they are trained to serve customers. "They are professionals," she says. "They know what's exclusive. They know what's handmade. They know what can and can't go in the dishwasher." Come fall, there will be more to sell as the department expands into Bergdorf's old beauty salon.

Haupt, who used to work for Conran's Habitat USA, says her job hasn't changed her eclectic tastes. "I live simply at home," says Haupt, who knows that most of her customers don't. "That's what's fun about this job—finding treasures for them."

A table set for dinner in the main hallway, top, gives Bergdorf's seventh floor a residential feel. Contemporary glass, inset, and vintage gold-and-white china, center, appeal to different customers. A traditionalist's tableau, right.



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