

Style Maven

Bergdorf Goodman's Linda Fargo determines the trends

by DAVID MASELLO

LINDA FARGO NEVER GOES OUT OF fashion. As Bergdorf Goodman's senior vice president of women's fashion and store presentation, she determines much of what's au courant for many of the world's most stylish shoppers. The clothes and accessories she dons, the fragrances she applies and even the chocolate bars she indulges in become immediately coveted. Much of what one finds on the floors and in the windows of the legendary department store on New York's Fifth Avenue has received her fashion blessing, even down to the shopping bags' new designs.

Just as fashion evolves, so does Fargo. This spring she opened Linda's at Bergdorf Goodman on the fourth floor. "I'm always being asked what I've found during my travels with Josh," she says, referring to **Joshua Schulman**, president of the store and NMG International (Bergdorf Goodman is a Neiman Marcus brand). "This store of my own is a way to bring all my obsessions and loves and curiosities into one spot."

Shoppers don't need to make an appointment to visit her namesake boutique, but it does feel like a by-invitation domain. When you enter, a hostess offers you tea and then invites you to sign the V.S.P. (Very Special Person) guest book. Fargo's curated array of goods are displayed ad hoc, like the most luxe flea market ever mounted. Draped on tables and chairs (also for sale and chosen by Fargo), one might find, depending on the season, a Nancy Gonzalez Linda handbag, Lisa Eisner



STRIKING A POSE
Shameless' Emmy Rossum
and Linda Fargo at a
Bergdorf Goodman event.

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CLOCKWISE FROM TOP: Linda's, Fargo's funky in-store boutique; shopping bag for Linda's; a J. Mendel dress found at the boutique; Fargo's Tippi Hedren Barbie.



jewelry, vintage Christian Lacroix necklaces, chocolates by François Pralus and Pierre Hermé, a Tippi Hedren-inspired Barbie doll and even a special Linda Fargo lipstick created by Le Métier de Beauté. (Fargo is known for her shapely lips and Pepsodent-perfect smile, as well as her precise helmet of silvery-white hair.)

“This shop is a way to maximize my own eye and create a shopping experience for everyone. It draws people into and through the store,” she says, opening a vast closet in the boutique to reveal her staple-item picks, which include a white shirt, a trench coat and a handbag. “It’s a mix of designs and designers, at all different price points.”

After stints as a window dresser at the likes of Macy’s, Fargo joined Bergdorf Goodman in 1996 to oversee the look of the store. She was promoted to her current role in 2006, and since then she’s become synonymous with the Bergdorf Goodman brand. She received a Bachelor of Fine Arts from the University of Wisconsin–Madison (she’s a native of the state) and learned quickly upon moving to New York that creating window displays was how she would pay the rent as an artist.

It’s become New York lore that while shopping in Bergdorf Goodman, it’s good luck if you spot Fargo, a presence as bright and fashionable as any item in the store. ■

