

Macy's Wins Best Holiday Windows in New York



PHOTOS BY BILL WALDORF

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Platinum Award Winning Windows at Macy's

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Customer interaction and the joy of Santa Claus drew people to Macy's holiday windows, winning the store the Platinum Award in *design:retail's* annual Winning Windows competition for 2019. The Gold Award was given to Bergdorf Goodman, and Tiffany & Co. won the Silver Award.

Windows were judged on three criteria: originality and creativity; captures the spirit of the season, entertains and delights; and professionalism, execution and technical aspects. This year's judges were *design:retail* Editor in Chief Jessie Dowd; *design:retail* Managing Editor Michelle Havich; Anne Kong, associate professor, program coordinator for visual presentation and exhibition design at the Fashion Institute of Technology; and [Judy Bell, founder of Energetic Retail.](#)

With the theme of "Believe in Wonder," Macy's windows take visitors on a magical journey with "Santa Girl" through interactive installations, including a dog whose leg thumps with pleasure as people scratched his nose that poked through the window, a video game that has shoppers "driving" through a field of falling gifts and a selfie station that allows people to capture the Santa inside of them.

"Macy's magical windows transformed us from judges into playful participants," Bell said. "Steering the gaming wheel, spinning the color changer, watching the Santa balloon float with the video of Macy's Thanksgiving parade in the background—we didn't want to leave the windows!"

Gold winner Bergdorf Goodman gave shoppers a birds-eye view of a colorful and festive collection of party game scenes. Themed "Bergdorf GoodTimes," windows feature "Winner Take All," an Art Deco-style game of musical chairs; "Wild Card," a bright green sculpture garden with a menagerie of animals; and "Jackpot!," a bright neon pinball machine with silver balls and psychedelic animations.

"Bergdorf's windows stopped passersby and transported them to view the scenes as if from above, looking down into intricate, colorful and mesmerizing festive settings," Bell said.

Silver winner Tiffany & Co.'s holiday windows are overrun with bauble-loving white mice who interacted with sparkling rings and strings of diamonds as they toasted marshmallows and enjoyed a pot of fondue.

"Tiffany touched our hearts, window after window, sparked with the surprise of details like tiny red ribbons lifting up on signature blue gift boxes, and a loving pair of mice snuggled beneath the light of a white moon adorned with a single gem," Bell said.

The Winning Windows honorees were presented their awards at the PAVE Gala, held Wednesday, Dec. 4, at Cipriani at 25 Broadway in New York.