

# Art Department



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A promotional poster for Bloomingdale's Prom 2013. The background is dark grey. A woman with long brown hair, wearing a strapless red dress and high heels, stands in the center-right, holding a small gold clutch. Behind her are three large, overlapping pink spheres. The word 'PROM' is written in large, white, serif capital letters across the middle. To the left of the 'PROM' text, the words 'PIN POST' are written in a smaller, white, serif font. In the bottom left corner, there is a small icon of a Facebook 'f' next to the text 'ASK A FRIEND'. Below this, the text 'And don't forget to ASK A FRIEND—connect with your Facebook BFFs for a second (third, or fourth!) opinion for the perfect prom dress pick.' is written. At the bottom left, the text 'SEE THE TRENDS' is written in a small, white, sans-serif font. In the bottom right corner, the text 'GET INVOLVED #BLOOMINGDALESPROM' is written, followed by icons for Facebook, Twitter, Tumblr, and Pinterest.

PIN POST

PROM

Prom girl, you own the social scene. Friend the **DRESS TRENDS**, follow the fashion and pin what's in: from ultra glam to colorfully cool, PROM 2013 is trending with the popular crowd.

ASK A FRIEND

And don't forget to ASK A FRIEND—connect with your Facebook BFFs for a second (third, or fourth!) opinion for the perfect prom dress pick.

SEE THE TRENDS

GET INVOLVED  
#BLOOMINGDALESPROM

f t t p

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An advertisement for Bling Prom dresses. Three models are shown against a grey background with large, semi-transparent blue spheres. The model on the left is blonde, wearing a long, flowing orange-to-white gradient gown and holding a small blue clutch. The middle model has brown hair and wears a long, teal-colored gown with a beaded neckline. The model on the right is Black, wearing a short, vibrant purple dress and red high heels, holding a small, round, beaded clutch. The text 'BRIGHTS the COLOR CODE' is prominently displayed on the left. Below it, a paragraph describes the color palette. At the bottom left, it says 'SHOP: BRIGHTS ALL PROM'. In the bottom right corner, there is a social media call to action with icons for Pinterest, Facebook, and Twitter, and the hashtag #BLOOMINGDALESPROM.

**BRIGHTS** *the*  
**COLOR**  
**CODE**

Brilliantly BRIGHT PIGMENTS are having an OMG moment—from oceanic turquoise to ombré coral and rich royal purple. With colors this captivating, you'll want to wear your #sunglassesatnight.

SHOP: BRIGHTS ALL PROM

@PIN  
f POST  
t PROM

#BLOOMINGDALESPROM

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A promotional advertisement for a fashion collection. Three models are featured: a woman with long dark hair in a gold sequined dress, a woman with blonde hair in a light blue sequined dress, and a woman with dark hair in a gold sequined dress. They are standing against a dark background with large, glowing blue spheres. The text 'SHINE THE GLITZ & THE GLAM' is prominently displayed in a large, serif font. Below the title, a paragraph of text describes the collection's theme. At the bottom right, there is a logo for 'PIN POST PROM' and a hashtag.

SHINE THE  
GLITZ  
& THE GLAM

SHIMMERING beading and sequins (a little or a lot) are the TRENDING topics of the NIGHT. Will you twinkle when you tweet? All your followers want to know.

SHOP: [SHINE](#) [ALL PROM](#)

 **PIN**  
 **POST**  
 **PROM**

#BLOOMINGDALESPROM

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BLACK & WHITE *the*  
**PERFECT  
MATCH**

This color combo really clicks—from solids to prints, BLACK MEETS WHITE for a cool, pin-worthy statement that mirrors his tux.

SHOP: BLACK & WHITE ALL PROM

 PIN  
 POST  
 PROM

#BLOOMINGDALESPROM

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INMA  
MEDINA

Inma shares with us how she brings  
Italian craftsmanship to NY glamour.

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