

## Blogger Danielle Bernstein creates exclusive capsule collection for Bloomingdale's

By [Emily Jensen](#) - October 11, 2017

The influencer is the latest to land a collaboration with a major brand. Danielle Bernstein's capsule collection for Bloomingdale's will also be a collaboration with clothing brands Seven For All Mankind and Splendid.



Danielle Bernstein commands 1.7 million followers on Instagram under the handle We Wore What. Her latest project is the 13-piece We Wore What x Bloomingdale's Capsule Collection, which will be available at select Bloomingdale's stores and online starting October 16.

The involvement of Seven For All Mankind is a chance for the denim label to reinvent itself as a younger, cooler brand. Like many brands popular in the 2000s, such as its competitor True Religion, the brand has struggled in recent years.

The capsule collection will include a mix of on-trend denim, streetwear and leisurewear, such as a white sweatshirt and sweatpant set printed with black stars. Bernstein co-designed the pieces, which she hopes will revitalize Seven For All Mankind's influence in the denim sphere.

Bernstein is one of many influencers to earn major deals with retailers and clothing brands. Arielle Charnas of Something Navy, who has 1 million followers on Instagram, recently collaborated with Nordstrom on a capsule collection. Beauty bloggers have also captured many collaborations with big brands, such as Nikkie De Jager and Manny Gutierrez's partnerships with Maybelline.

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