



By [Penelope Bunn](#)
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BETTY HALBREICH



“The World’s Most Sought-After Personal Shopper”

BETTY HALBREICH’s official title is **Director of Solutions** at [Bergdorf Goodman](#). **Solutions** is a professional fashion styling and personal shopper service located on the luxury store’s third floor. [Bergdorf Goodman](#) has been a New York City landmark since 1901 and represents the global pinnacle of style, service, and modern luxury. With its rich history of showcasing leading and emerging designers, the iconic store at 5th Avenue and 58th Street - the crossroad of fashion - is a singular destination for discerning customers around the world. There’s no wonder why Halbreich made [Bergdorf Goodman](#) her base of operations.

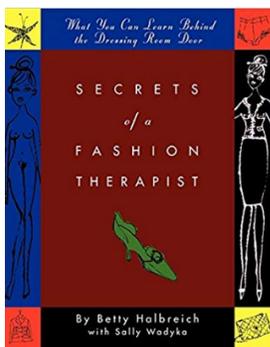
Halbreich has provided exclusive fashion styling advice since 1976. At the young age of 92, she is ageless and still has an eye for today's latest fashion as well as classic and vintage styles. She is a quintessential representative of aging with grace ([Healthy Ageing and the Sustainable Development Goals](#)). She shows up for work every day and anyone who meets her is amazed and enchanted by her vitality and wit.

Halbreich has served celebrity clients including Hollywood personalities, socialites, diplomats, and politicians including Al Gore, Liza Minnelli, and Meryl Streep; assisted in the styling for the cast of Sex and the City and Gossip Girls; styled casts for Broadway shows; worked as a style consultant for Woody Allen films; collaborated with costume designers Santo Loquasto and Jeffrey Kurland; and worked with William Ivey Long, Ann Roth, and Jane Greenwood.

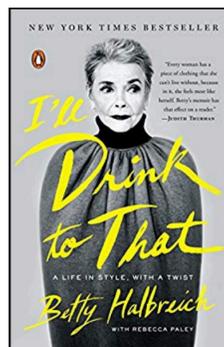
Quoted in the article, ["The Originals: Betty Halbreich, Bergdorf Goodman's "Director of Solutions" by Andrea Whittle](#), Halbreich states, *"Honesty is a big part of my structure. I try to be very kind and straightforward, almost to the point of being dogmatic. When they come in here and take their clothes off, they're at my mercy. A person can put their arm on one side of a dress and I say, "Take it off, it's not right." I'm visual. Nothing else. It's a gift. My job, I guess, is taking care of people. I've often been called a "clothes therapist." Also, "I don't pick from labels. I pick visually. I pride myself on that."*

Halbreich never wears jeans and is a strong supporter of sustainable well-made fashion that lasts. The Uber-stylist, personal shopper, author, and movie personality, doesn't let short-term fashion fads and magazines influence her decisions in selecting suitable outfits for her clients.

To her credit, Halbreich has written three books:



[BarnesandNoble.com](https://www.barnesandnoble.com)



[Audible](https://www.audible.com)

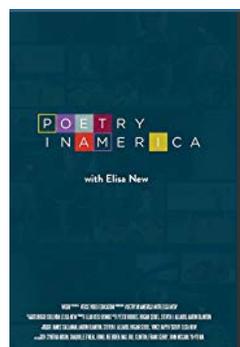


[Amazon](https://www.amazon.com)

And has appeared in the following movies ([IMDB](#)):



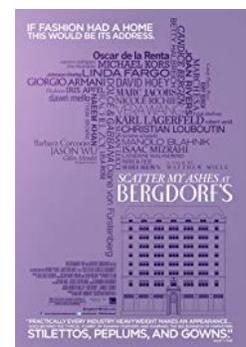
[The Air Of The Time Documentary \(2019\)](#)



[Poetry in America with Elisa New Documentary \(2018\)](#)



[Untitled Victor Skrebneski Documentary \(2018\)](#)



[Scatter My Ashes at Bergdorf's \(2013\)](#)

To schedule an appointment with Betty Halbreich,

or one of the other amazing personal shoppers at Bergdorf Goodman, **call +01-212-872-8757** or email: mystylist@bergdorfgoodman.com or MensStyling@bergdorfgoodman.com.

Bergdorf Goodman is located at 754 5th Avenue, 3rd Floor, New York, NY 10019.

REFERENCES | CREDITS

- Written by: [Penelope Bunn](#)
- Cover Photo Collage designed by [Penelope Bunn](#): Bergdorf Goodman Building – [Wiki Commons](#) + Photo of Betty Halbreich: [Ask Betty | New Yorker Magazine](#). Special Fonts: Crimson by [Sebastian Kosch](#)
- [Healthy Ageing and the Sustainable Development Goals](#)
- [Personal Styling at Bergdorf Goodman](#)
- [The Originals: Betty Halbreich, Bergdorf Goodman's "Director of Solutions" | W Magazine | Women's Fashion & Celebrity News- \[www.wmagazine.com\]\(http://www.wmagazine.com\)](#)
- [Ask Betty | The New Yorker](#)
- [Bergdorf Goodman's Betty Halbreich Wanted to Have Her Book Signing in the Produce Department of Costco | Vanity Fair](#)
- [Fasshon serapisuto ga oshieru oshare no himitsu.: Betty Halbreich; Sally Wadyka; Nina Nagai: 9784757207134: Amazon.com: Books](#)
- [Secrets of a Fashion Therapist: What You Can Learn Behind the Dressing Room Door: Betty Halbreich, Sally Wadyka: 9780062701879: Amazon.com: Books](#)
- [I'll Drink to That \(Audiobook\) by Betty Halbreich, Rebecca Paley | Audible.com](#)
- [Betty Halbreich - IMDb](#)
- [The Air Of The Time \(2019\) - IMDb](#)
- [Poetry in America with Elisa New \(TV Series 2018– \) - IMDb](#)
- [Untitled Victor Skrebneski Documentary - IMDb](#)
- [Scatter My Ashes at Bergdorf's \(2013\) - IMDb](#)
- [Betty Halbreich - Wikipedia](#)
- Up, Up, and Away! www.elle.com
- ***Special Thanks to Nancy Cronkite!***