

MULTICHANNEL

Barneys outlines multiplatform holiday campaign with Baz Luhrmann

September 9, 2014



Baz Dazzled at Barneys New York

By JOE MCCARTHY

Department store chain Barneys New York is tapping director Baz Luhrmann and designer Catherine Martin to dazzle consumers this holiday season.

[Sign up now](#)

Luxury Daily

The partnership will entail window and in-store displays, special events and exclusive products. For New York retailers, the holiday season is always the pinnacle of brand expression as stores get flooded with shoppers and light shows bedazzle the darkened streets.

"New Yorkers, visitors and shoppers in general enjoy looking at the holiday windows and the festive decorations around the city," said [Marie Driscoll](#), CEO and chief consultant of Driscoll Advisors, New York.

"Barneys is a landmark destination on Madison Avenue and known for its eclectic cutting edge fashion and design," she said. "This collaboration is a good thing."

Ms. Driscoll is not affiliated with Barneys, but agreed to comment as an industry expert.

[Barneys](#) did not respond by press deadline.

Decadent designs

The husband and wife duo, Mr. Luhrmann and Ms. Martin, will work with the in-house design team at Barneys led by creative director Dennis Freedman on the extensive "Baz Dazzled" spectacle.

Perhaps the most ostensible component of the campaign will be the window displays. All throughout New York, retailers will vie for the attention of passersby with creative window displays.

Artwork by Mr. Luhrmann and Ms. Martin will appear in many of the windows and also in-store. The installations will feature fantastical characters, woodland creatures, ice skaters, snow owls and candy canes, according to Barneys.

The teased products and holiday crest for the campaign indicate that they will be highly-detailed and glamorous.



From XO Exclusively product line for Baz Dazzled

In fact, the holiday crest for the campaign recalls fairy tales and Tim Burton's "The Nightmare Before Christmas," and actually refers to the Australian coat of arms.



Baz Dazzled holiday crest

Consumers can also look to Luhrmann's windows for Tiffany & Co. that celebrated his movie "The Great Gatsby" to get a sense of his aesthetic ([see story](#)).

The products stemming from the partnership are included in an XO Exclusively section online and in-store, from which 25 percent of profits will go to the global nonprofit Room to Read.



XO Exclusively products

Items include holiday gift products, including ornaments, children's costumes and toys, tabletop accessories, throws and more, according to the retailer.



XO Exclusively snow globe

Finally, Barneys will host numerous events during the holiday season revolving around Baz Dazzled.

Rising above

Last year's holiday season may have attracted more criticism than affection for the retailer.

From last October to early this year, Barneys had been battling a PR nightmare that hit just in time for the holidays.

The department store chain faced a discrimination lawsuit from a consumer who said he was wrongly accused of shoplifting in Barneys' Manhattan flagship store because of his race. As news of the litigation spread, Barneys was on the receiving end of negative social media posts, evidence of wider consumer outrage ([see story](#)).

Barneys has committed itself to resolving this issue and repairing public relations. The retailer will pay \$525,000 in costs, fees and penalties following the high-stakes discrimination lawsuit from late last year.

The retailer has also agreed to institute a number of policies to minimize the chance that racial-profiling happens again. Although Barneys' reputation took substantial hits following the controversy, it seems to have mitigated what could have been devastating repercussions ([see story](#)).

"I think shoppers will forget the snafu last year and will be looking for an opportunity to enjoy the season and find a fabulous gift for a loved one, for themselves or even just walk through the store for the experience and excitement of it all," Ms. Driscoll said.

"Great product and great service will underpin holiday sales at Barneys and other retailers," she said.

"Given that the industry looks at year over year comparisons, this should be an easy compare for Barneys."

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/hhNOoBx_VzA](https://www.youtube.com/embed/hhNOoBx_VzA)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.