

MULTICHANNEL

## Barneys ramps up digital efforts with new Web site

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*Promotional image for Barneys Web site redesign*

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By SARAH JONES

Department store chain Barneys New York is investing in its consumers' online experience with the redesign of three of its Web sites with a mobile-first strategy.



The retailer claims to be the first luxury retailer to use responsive design to more fully integrate content and consumer feedback into the ecommerce environment. Barneys looks to be at the forefront of digital within luxury, bringing its in-store experience to consumers regardless of where they are located and how they choose to connect.

"We are the first luxury retailer to utilize fully responsive Web design, which is one of the most important emerging trends in ecommerce now that over half of all Web visits are on mobile," said Matthew Woolsey, executive vice president of digital at [Barneys New York](#).

"Add into that a much richer editorial experience and even more personalization and we see this as a real game-changer for our digital business," he said.

New look

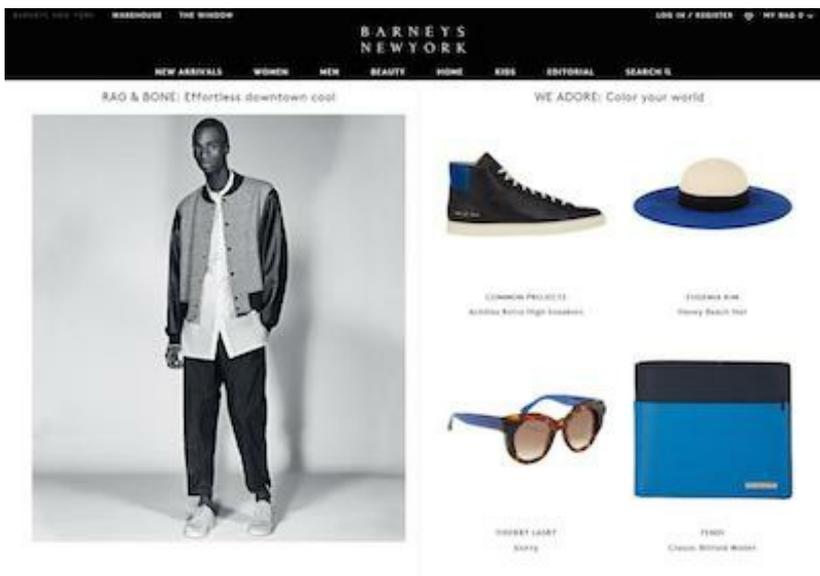
Barneys' Web site revamp covers its flagship Barneys.com, outlet BarneysWarehouse.com and content site TheWindow.Barneys.com.



*Screenshot of Barneys homepage*

The menu has been streamlined, with links to The Warehouse and The Window featured at the top of the page rather than in the navigation bar. Barneys also minimized the imagery, featuring a full-page lookbook photo right below the menu.

Further down the page are featured designers and trends, as well “The Latest From the Fashion Office,” which aims to keep consumers in the loop with some need-to-know items.

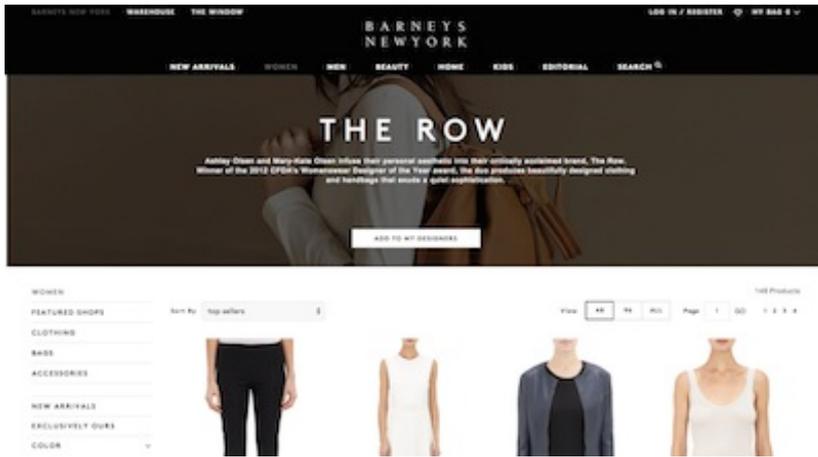


*Screenshot of Barneys homepage*

The retailer has incorporated new personalization features throughout which collect user shopping habits and behavior both online and in-store and use the information to highlight editorial content and products that would likely appeal. A single user account will sync the consumer information across Barneys, The Warehouse and the retailer’s iPad application.

Consumers can also select their favorite labels in “My Designers,” which will allow them to filter ecommerce pages by brand and receive individualized emails and alerts based on their tastes. When a consumer navigates to a designers’ page, they will be asked if they

want to add that label to their designers by clicking a button.



*Screenshot of Barneys Web site*

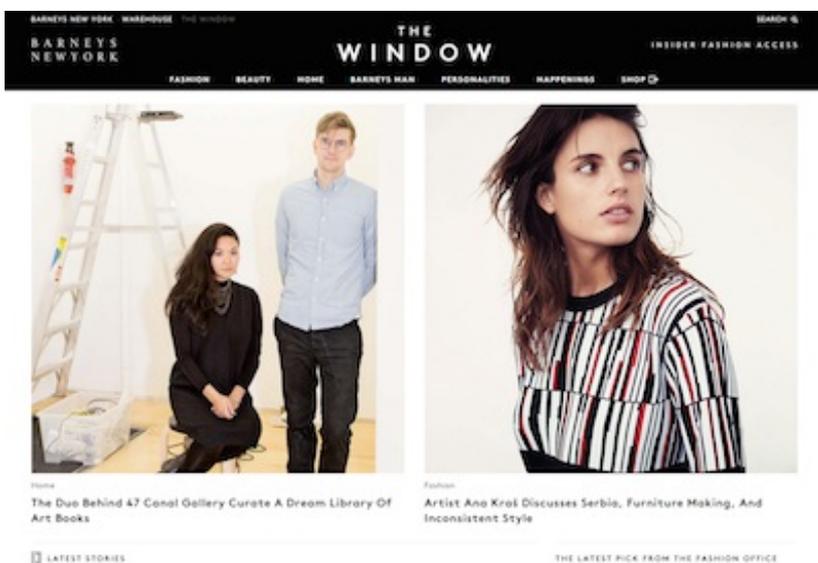
Part of the refresh is the launch of new featured shops, which curate items ideal for specific occasions. For instance, "The Travel Collection" suggests Valextra luggage, a Bottega Veneta eye mask and Acqua di Parma travel spray, as well as attire for a getaway.

Other shops are The Evening Collection, The Activewear Collection, The Barneys New York Collection, The Bridal Collection and The Essentials Collection.

"Our customers will notice the biggest changes when on their phones and tablets, whether that's on Barneys.com, BarneysWarehouse.com or The Window, our editorial content site," Mr. Woolsey said. "Other features include far more editorial content and personalization, curated feature shops for categories such as Activewear and Evening, the ability to customize the Barneys experience to your favorite designers, a universal account across Barneys, Warehouse and our app and a lot more."

A menu tab is dedicated to editorial, with links to lookbooks and content. The lookbooks have been reconfigured to allow easier browsing across devices.

Barneys created The Window in 2011 to provide its own perspective on culture, lifestyle and fashion. Now the site has been given a new mobile-first layout to enable consumers to read more easily via a variety of devices.



## *Screenshot of The Window*

New content will be added daily, including shoppable stories, and the editorial will be incorporated into the ecommerce experience to give more guidance as the consumer shops.

### Ecommerce connection

Barneys' digital efforts typically center on bringing together its extensive content with its ecommerce experience.

In 2014, the retailer created an iPad-specific app to further bring its in-store experience into the digital space.

Barneys' app combines its content site The Window with online shopping to give consumers a rounded impression of the retailer. More retailers are choosing to have their apps connect consumers with the store through more than just ecommerce by providing easy links to content and customer service ([see story](#)).

Consumers who are engaged with a brand across multiple platforms are the highest spenders, said Mr. Woolsey at Luxury FirstLook: Strategy 2014.

The traditional consumer path to purchase needs to be amended to get results, and brands should instead focus on creating exclusive content that is of value to consumers. This strategy skews content more toward CRM than media to genuinely engage consumers ([see story](#)).

"We want to be as customer-centric as possible," Mr. Woolsey said. "Innovation in digital, particularly mobile, editorial and personalization has helped us double our digital business in the last three years and triple it in four.

"Our customer is increasingly digital and mobile and it's a space where we want to be leaders."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/MhRRGAht\\_Ug](https://www.youtube.com/embed/MhRRGAht_Ug)

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