

MULTICHANNEL

Barneys guides consumer gifting with multichannel registry

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Photo from Barneys' gift registry

By SARAH JONES

Department store chain Barneys New York is easing the gifting process with an updated online registry that blends editorial with increased functionality.



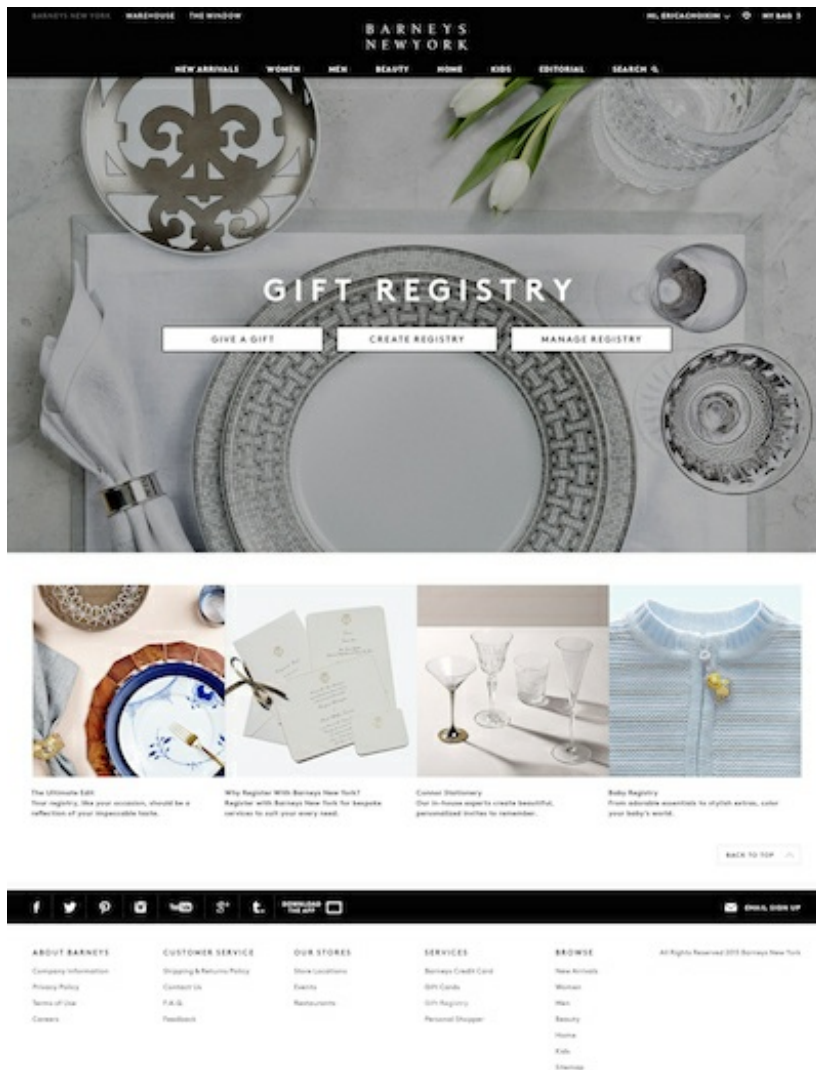
Barneys is compiling its product expertise into the registry, giving consumers curated edits of ideas for both gifters and recipients to help them make informed decisions. Reflecting the omnichannel ways consumers shop, they will now be able to manage their registries online and in-store.

"We strive to provide our customers with an unparalleled customer experience," said Matthew Woolsey, executive vice president of digital at [Barneys New York](#). "With the recent relaunch of Barneys.com, Barneys Warehouse and our editorial content site, The Window, we've now elevated every facet of the Barneys online experience.

"With the creation of the new registry, we want to create a luxury, inclusive gifting destination for all occasions," he said. "Elevating the online registry and better connecting it to the store creates a seamless experience for our customers. Our customers can create their registry online and pick up items in the store or vice-versa."

Gifting season

Barneys' registry has a new look and feel similar to the rest of its flagship sites, launched just in time for wedding and graduation season.



Screenshot of Barneys' gift registry

The retailer recently invested in its consumers' online experience with the redesign of three of its Web sites with a mobile-first strategy.

Barneys 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 (see story).



Barneys homepage

This new registry furthers Barneys' efforts to be able to deliver to consumers regardless of channel. For the first time, consumers can create an online registry and pick up items at their nearest store or compile gift ideas online and have them shipped to an address.

With the online component, registrants can also check in and manage their lists from any location.

When creating an account, consumers can select from wedding, commitment, baby, birthday, graduation, housewarming, anniversary or special occasion.

The registry contains high-end flatware, dinnerware, serve ware, glassware, table linens and home furnishings. For new parents, limited-edition books, blankets and baby clothes are also available.



Baby registry edit

Personal registry consultants will be on hand to help guide consumers through the process on a one-to-one basis. This enables them to speak specifically to an individual client's wants and needs.

Barneys will be creating content specifically for the registry, focusing on its fashion team's favorite gifts and other stories that speak directly to consumers.

"Just as on the new Barneys.com, we want to create an editorial-driven experience for customers shopping with our registry," Mr. Woolsey said. "On the newly relaunched gift registry, we have an array of exclusive editorial stories, such as gift guides and behind the scenes interviews with designers, all of which engage our customer and elevated his/her shopping experience."

Content will also highlight paper goods brand Connor, which is Barneys' in-house custom engraved stationer. Consumers will get complimentary bespoke save the date cards when they order invitations.



Connor invitations

Also bridging online and offline, Barneys New York will collaborate with Connor for a digital interpretation of bespoke stationery.

The campaign launch will further integrate the department store with the stationer through a Web site and mobile application set to launch in summer 2015. This reinterpretation will bring a modern twist to an old craft and will give Barneys a way to connect with consumers through multiple digital and social platforms as they share electronic notes with friends and family ([see story](#)).

Omnichannel organization

Registries are becoming more multichannel, enabling consumers to choose how to interact with their personal lists.

Last spring, British department store Harrods expanded its gift registry services to an online environment to ease the gift buying process for consumers.

Harrods' Gift Bureau now has a new microsite for consumers to browse registries online and connect with consultants electronically, wherever they are. As consumers come to expect more ways to shop, translating this type of in-store experience online will help Harrods further its omnichannel presence ([see story](#)).

"Gift registries are certainly not new to the retail industry and neither is visibility to one's registry through a mobile or traditional Web link," said Dave Rodgerson, a retail business development executive at [Microsoft Canada](#), Toronto. "Barneys has certainly optimized the registry so that navigation and the user experience are pleasant.

"What they've accomplished is really no more than table stakes in today's omnichannel customer experience," he said. "People who are setting up their own registry, or those who are shopping for them, expect to have a consistent experience in the store, on a desktop or through their mobile device."

Upscale brands such as Waterford Wedgwood Royal Doulton, Steuben and Tiffany & Co. have turned to MyRegistry.com to encourage a one-stop shopping experience for engaged couples and expectant mothers.

MyRegistry aggregates products from sites such as Zappos, Bloomingdale's, Williams-Sonoma and Crate and Barrel and gathers them all together. Individuals in need of either buying from or making registries can find luxury products on the site ([see story](#)).

Running a retailer-specific registry can help give consumers a more branded experience, as well as heightened service that one would expect.

"What would be newsworthy, yet impossible to know from the outside, is how Barneys is using this information," Mr. Rodgerson said. "As shoppers view new arrivals, do similar items begin to show up as registry suggestions? Is there any analysis of in-store vs. online updates to the registry? Do registry consultants have a single view of the customer which includes not only their gift choices, but also non-registry purchases?

"These are the types of questions that can answer whether Barneys is leading the way or just another retailer finding their way."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/5TKBKLwYD6c>

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