

MOBILE

Barneys launches iPhone app to reach consumers on-the-go

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Photo from Barneys New York Instagram account

By STAFF REPORTS

Department store chain Barneys New York is bringing its online shopping and brand experiences to consumers' mobile devices with the launch of its iPhone application.

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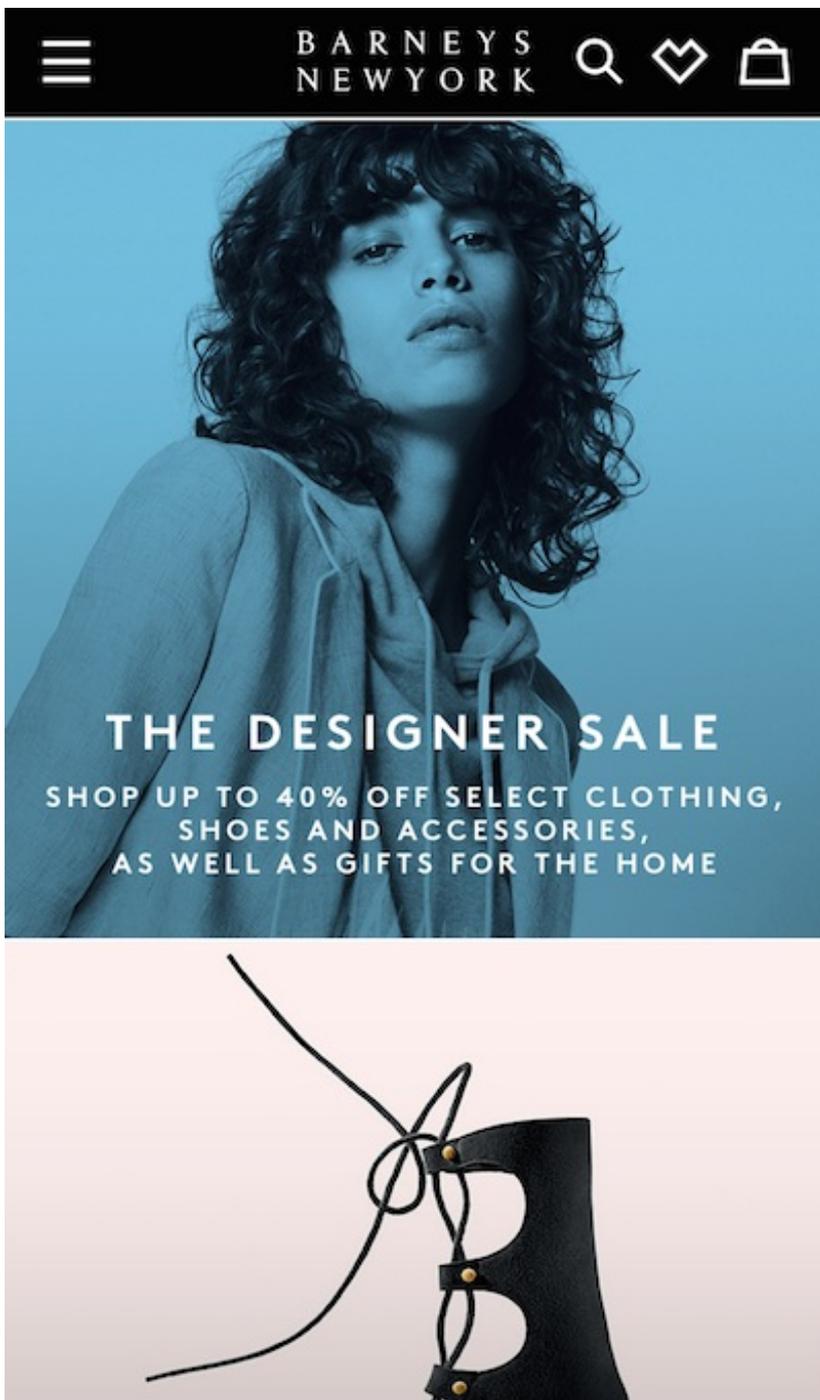
Luxury Daily

This builds on Barneys' other digital touchpoints, enabling consumers to shop with a universal shopping cart across its desktop sites and iPad app, as well as the new iPhone app. As digital becomes an increasingly important part of consumers' lives, it is imperative for retailers and brands to reach them however they wish to connect.

Mobile commerce

Barneys worked with mobile development and design firm Fueled on the project.

Much like the recent redesigns of the retailer's Web sites ([see story](#)), this app includes integrated editorial content.

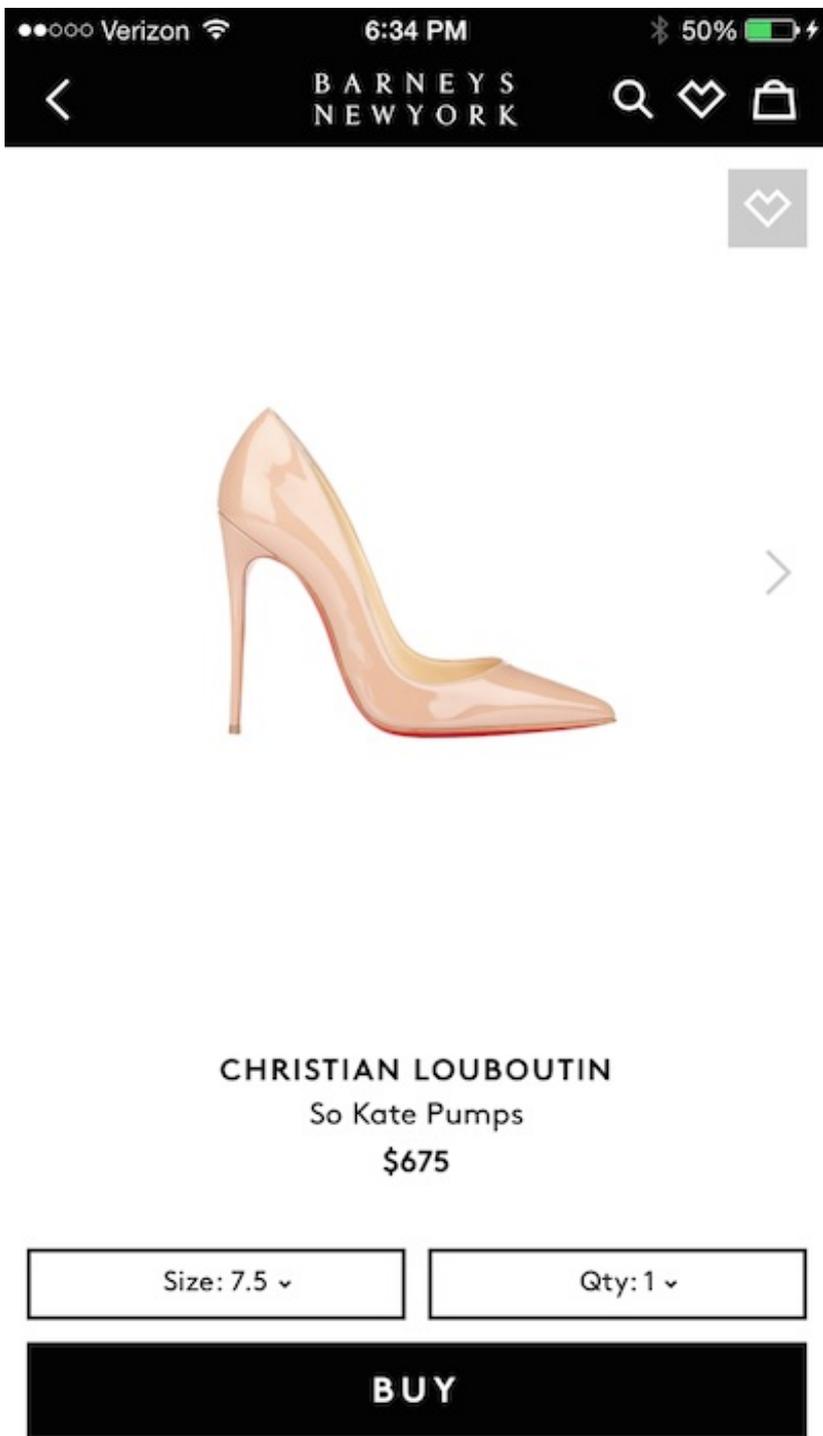


Screenshot of Barneys iPhone app

To make the mobile shopping experience more catered to the consumer, the app will use personalized push notifications to announce new product launches, brands and in-store events.

The app can be downloaded for free via Apple's iTunes.

In a brand statement, Matthew Woolsey, executive vice president of digital at Barneys New York, said, "More than half of our customers are mobile. Having an iPhone app that takes advantage of native iOS features such as notifications and geolocation will be an excellent complement to our best-in-class responsive Web experience for our phone users."



Screenshot of Barneys iPhone app

In 2014, Barneys 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](#)).