

INTERNET

## Barneys rounds out digital focus with same-day shipping on ecommerce orders

October 21, 2015



*Looks from The Row and Proenza Schouler for Made in New York*

By STAFF REPORTS

U.S. retailer Barneys New York is now letting its consumers place an order midday and wear the merchandise purchased later that night.

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Barneys is the most recent retailer to introduce same-day delivery options within New York for ecommerce purchases. As retailers have struggled to strike a balance between in-store experience and ecommerce, many have introduced delivery options emphasizing service and reliability.

Signed, sealed, delivered

As of October, Barneys' Web site offers same-day delivery options available Monday through Saturday. The shipping option, at this time, is only available to Manhattan addresses and select areas in New York's Brooklyn borough.

When a purchase is made on Barneys.com, the consumer will have the option of adding on a \$25 flat rate for same-day shipping. The cost will let Barneys deliver the purchase the same day as it was placed to create a seamless and expedited shopping experience.

A consumer that places an order by noon Monday through Friday will receive her purchase between the hours of 3 p.m. and 6 p.m. For Saturday purchases, consumers must order before 10 a.m. for an expected arrival time of 3 p.m. to 6 p.m. that evening.

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Same day delivery starts now! Order today. Wear tonight. Barneys.com now provides same day delivery for Manhattan and select ZIP codes in Brooklyn. Place an order by 12 PM Monday Friday and 10 AM on Saturday to receive your purchase the same day.SHOP:

<http://bit.ly/1M3ZCFp>

Posted by **Barneys New York** on Tuesday, October 20, 2015

Once an order has been placed consumers will receive a shipment confirmation email with a tracking link to monitor the package's status en route. If a return is necessary, the consumers can contact Barneys New York

Customer Service to schedule a courier to pick-up the package or request a complimentary shipping label to return the purchase.

In a statement, Matthew Woolsey, executive vice president of digital at Barneys, said, "We are thrilled to enhance our customer experience for Barneys.com with the launch of same-day delivery in Manhattan and Brooklyn. This offering, combined with our New York stores and award-winning digital experience, means we can give our customers the best of all worlds in luxury retail."

Barneys has recently upped its focus on providing an unparalleled experience for consumers in-stores and online.

In September, Barneys New York created a standalone mobile application for the content published to its branded magazine, The Window.

The Window originally acted as the retailer's online blog where lifestyle and fashion topics were covered, but, inspired by the success of thewindow.barneys.com, Barneys soon evolved the publication to include a print edition. With coverage of men's and women's fall fashion, the app is interactive and shoppable to heighten the reader's experience ([see story](#)).

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