

EVENTS/CAUSES

Barneys raffles off exclusive access to Kanye West-designed footwear

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Yeezy Season 1 Boost 350 adidas sneakers, available at Barneys

By STAFF REPORTS

Department store chain Barneys New York is attracting additional attention to the Kanye West-designed footwear collection it will soon carry through an online raffle.

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The Yeezy Season 1 collection of apparel and adidas footwear line is the first for the brand by the rapper-turned-designer, and has created significant buzz in the industry. As one of the collection's authorized retailer, bringing attention to its product offerings, especially something much talked about, will place Barneys in the same conversation as Yeezy Season 1.

Raffles for Yeezy

Consumers who follow Barneys on social media and who are interested in the collection are encouraged to enter the retailer's raffle.

As part of its promotion for the collection, Barneys is raffling off a men's or women's pair of Yeezy Boost 350 sneakers, part of the Kanye West x adidas collection. The sneakers, which retail for about \$200, are available in a Turtledove pattern, digitally produced by Jacquard Primeknit.

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Enter now for the chance to buy #YEEZYSEASON1 #YEEZYBOOST350 men's or women's sneakers from a Barneys New York physical...

Posted by [Barneys New York](#) on [Tuesday, November 10, 2015](#)

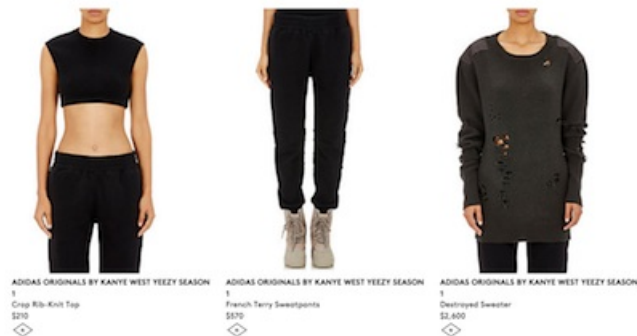
The raffle does not automatically award a consumer with a pair of Yeezy Boost sneakers, rather the winner will receive a ticket that will provide entry to a Barneys store location with the purchase being the recipient's responsibility.

To enter consumers must provide their full name, an email address, the name of their nearest Barneys location and date of birth. [Ballot entries](#) are being taken through Nov. 12 at 6 p.m. EST with the winner being notified via email on the follow day at 5 p.m.

If selected, the winner must go to the selected Barneys location, given during ballot submission, with a valid United States government issued photo identification. School identification cards will not be accepted.

The adidas Originals Yeezy 350 Boost sneakers go on sale on Barneys.com on Nov. 14 on a first come, first serve basis. The retailer's Web site is excluded from the digital raffle.

Barneys also carries the apparel collection designed by Mr. West. The athleisure wear, in collaboration with adidas, includes knitwear tops and bottoms, outerwear and backpacks ranging in price from \$210 to \$3,380.



Yeezy Season 1 women's wear on Barneys.com

Mr. West's wife, reality television mogul Kim Kardashian, has recently branded her own ventures with a luxury twist. Last week, Karl Lagerfeld, creative director of Chanel and Fendi, had a cameo on Ms. Kardashian's mobile gaming application.

Beginning Nov. 3, Mr. Lagerfeld joined the cast of characters featured on "Kim Kardashian: Hollywood," an app that allows a user to create her own aspiring celebrity avatar that can then be dressed for red carpet appearances and other scenarios, such as dating and dumping celebrities, similar to Ms. Kardashian's own rise to fame and fortune. Within the fashion industry, Mr. Lagerfeld is a living legend, but for Ms. Kardashian's younger fans he may be unfamiliar, giving the designer an opportunity to grow his fanbase ([see story](#)).