

COMMERCE

Barneys curates dashing gift guide for discerning male clientele

November 12, 2015



Barneys New York x Nick Wooster gift guide

By STAFF REPORTS

Department store chain Barneys New York is helping consumers have "a very handsome holiday" through a curated gift guide.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For its gift guide, geared toward "creative connoisseurs," Barneys worked with consultant and street and style star Nick Wooster to select interesting and stylish gifting ideas. The list includes home goods, apparel and accessories that may help consumers having trouble with thoughtful gifts find inspiration.

Handsomely gifted

Barneys shared its gift guide via Twitter, tagging Mr. Wooster to increase the curated edit's exposure among his discerning community of followers. In the post, Barney featured pajamas and a robe by Sleepy Jones and shark slippers from Crockett & Jones, as sets such as these are common gifts at the holidays.

[@BarneysNY](#) [@NickWooster](#) dress blue pajamas

thomas (@toototo11) **November 12, 2015**

The guide, housed on Barney's Web site for easy purchasing, is broken up into five categories: Indulge Yourself, Handsome Rewards, Industry Cohorts, Hosts with the Mosts and Impeccable Palate Pleasers. Barneys allows consumers to view the gift guide in full or per page, with the ecommerce links presented below the page.

Items include Rick Owens combat boots, Byredo cologne, a 24-karat gold razor by Thom Browne x Harry's, a book of Polaroids taken by Andy Warhol, a Diptyque outdoor candle and a Smythson leather trinket tray.



Page from Barneys x Nick Wooster gift guide

For each page of the guide, Barneys includes a comment from Mr. Wooster that describes why the gifts might be an appealing gift to give. In regard to the 24-karat razor, Mr. Wooster says, "My brothers and I have been giving our dad anything related to shaving for as long as I can remember, and this is the ultimate shaving accessory."

Mr. Wooster's thoughts also link back to Barneys itself. In his commentary he mentions a record player plate by Fornasetti, giving a backstory of the brand saying, "I learned about Fornasetti from my time as a buyer at Barneys in 1987. Anything Fornasetti is quintessentially Barneys New York, and this record player is destined to be a classic."

The full gift guide can be viewed [here](#).

Recently, Mr. Wooster worked with Hong Kong department store Lane Crawford on a capsule collection celebrating its 165th anniversary. For the project, Mr. Wooster curated an in-store boutique featuring his favorite menswear pieces for the upcoming season ([see story](#)).