

MULTICHANNEL

Barneys keeps its cool for frosty holiday efforts

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Ice carver in Barneys New York window

By SARAH JONES

Department store chain Barneys New York is "Chillin' Out" with an ice-themed holiday effort.

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For its window displays, which include a 35-foot frozen workspace, Barneys has developed a winter narrative around the classic game Penguin Chase with the help of ice carvers, frozen sculptors, automaker Lexus and artist Dale Chihuly. This unconventional interpretation of winter themes may pay off for the retailer, as its frozen displays are likely to capture attention and foot traffic throughout the season.

"Lexus is aligning with Barneys on a number of lifestyle initiatives this holiday season designed to appeal to highly engaged, style-conscious consumers," said Brian Smith, vice president, marketing at [Lexus](#).

"Lexus pairs perfectly with Barneys recognized around the world as an influential purveyor of high style and modern luxury," he said. "Both companies serve an affluent and discerning market."

[Barneys](#) was unable to comment directly before press deadline.

Baby, it's cold inside

Barneys officially unveiled its windows Nov. 17. Part of the display space is a 35-foot ice locker, which will be used to house live workshops on view to passersby.

Starting Nov. 18 and running through Dec. 31, Barneys will host daily live performances by ice carvers from Okamoto Studios. Clad in custom silver Moncler Gamme Bleu jumpsuits, vests and blazers designed by Thom Browne, the carvers will shape 20 by 30 inch blocks into holiday-themed sculptures in front of pedestrians' eyes.

In another window, Barneys tapped Ice Castles to build an installation within the locker using its method of icicle farming. The company has developed a means of growing and fusing icicles together to create formations.

These installations are then sprayed with water to make intricate, natural patterns. Barneys' ice locker, kept between 3 and 15 degrees Fahrenheit at all times, is equipped with a misting system that will spray the ice installation on a schedule, allowing the shape of the ice to organically evolve during the display's residency.



Barneys Ice Castles window

Blue, red, green and purple lighting will illuminate the display in a choreographed manner, while a soundtrack from Hannis Brown will further evoke the feeling of winter.

For Barneys, Mr. Chihuly has created a glass sculpture titled "Winter Brilliance." Seven hundred individual icicles come together to form a burst suspended over a pool of black water.

Christie Three Sixty used digital mapping to design a lighting element for the sculpture. Throughout the sequence, set to a contemporary version of a piece by Claude Debussy, the window is illuminated with pure white light, flurried effects of snow and fiery yellow and red light.



Barneys Winter Brilliance Window

In the "Arctic Chase" window, Barneys teamed with Lexus to create a racecar-themed plot centered on a penguin, taking inspiration both from children's games and the modernist Lubetkin Penguin Pool at ZSL London Zoo. Within the pane is a translucent slot car track built by Gary Gerding, on which three crystal-embellished penguins race each other, surfing atop 3D printed miniature models of a Lexus IS, GS F and RC F.

Invisible Light Network created a retro futuristic animated short, "Stay Cool," in which a penguin protagonist races his opponents past an icy landscape, imaginative cities and ski chalets. Set to a custom score by Amnon Freidlin, the film will play within the window, leading a narrative context to the display.



Barneys Arctic Chase window

The Arctic Chase scene will be replicated in Barneys' Beverly Hills, CA store. Also at Beverly Hills, an in-store display featuring Lexus' 2016 LX SUV will enable consumers to enter for the chance at a Barneys gift card valued from \$100 to \$1,000.

Visitors to Lexus' showrooms can also enter to win prizes from Barneys, including a \$10,000 grand prize and runner-up winnings of \$5,000 shopping sprees at Barneys, complete with personal shopper and accommodations.

Meant for children of all ages, Barneys will be carrying a remote controlled 1/10 scale model of Lexus' RCF, complete with working headlights, available through its holiday mailer or in its New York and Beverly Hills locations.

"The Lexus December to Remember campaign has become one of the most memorable advertising campaigns," Mr. Smith said. "The Barney's partnership expands upon that idea by allowing us to create stunning and engaging experiences for our customers."



Barneys Arctic Chase window

"The holiday window that Lexus collaborated on with Barneys is unlike anything our customers have seen before," he said. "Much like the marketing campaign, which focuses on revealing Santa's inventive gift-giving secrets as told by parents to their children, we wanted to create a magical holiday experience for the whole family."

"The whimsical Lexus-themed holiday window display features miniature crystal-encrusted Lexus vehicles and penguins speeding through an innovative, three-dimensional race track with a stylized animated backdrop and custom score."

In addition to the in-store displays, Barneys is using its digital channels to connect with consumers. Behind-the-scenes content, including videos and interviews on Barneys' editorial site The Window will delve further into the holiday campaign.

Consumers can also enter a social contest by posting a picture of themselves outside the windows to Instagram, including @BarneysNYOfficial and #BNYChillinOut. The winner will have their handle carved into an ice sculpture by Okamoto Studios, which will stay up for 24 hours in the window and be shared by Barneys on social media.



Guests at the window reveal had their own handles carved in the window

"The Chillin' Out window installations have been amongst the most creatively ambitious that our team has designed," said Barneys New York creative director Dennis Freedman in a statement. "We've challenged ourselves to reach new heights in terms of technical advancements, but ultimately it's the beauty and visual impact that really

counts.

"Continuing with the tradition of integrating a performance element into the windows adds a layer of excitement and spontaneity to the experience for audiences," he said.

Trend setter

To maximize reach in the retail industry during holiday season, brands must find innovative ways to reach consumers and stay ahead of trends rather than merely following them, according to an executive from Barneys at the Luxury Retail Summit: Holiday Focus on Sept. 16.

The holiday season is a busy one for consumers and a competitive one for brands, so it is essential for brands to find creative ways to stand out among all the voices in the industry. For Barneys, that has meant twisting and tinkering with holiday campaigns every year and partnering with a wide range of popular celebrities to provide experiences, fulfill ideas and take risks that neither would necessarily take on their own ([see story](#)).

Keeping this at the heart of their holiday efforts, Barneys often brings a touch of theatricality to its window displays, making consumers a part of them rather than an outside viewer.

In 2013, visitors could walk into one of the windows and sit in a sleigh surrounded by walls of animations of aerial views of New York. Another window featured a golden structure users can enter to see a floating version of New York that morphed for three minutes with 3D mapping and light projections ([see story](#)).

The following year, the department store chain tapped director Baz Luhrmann and designer Catherine Martin to dazzle consumers this holiday season, a campaign which included live performances ([see story](#)).

"For Lexus, partnering with Barneys this holiday season is about strengthening our involvement in fashion and design," Mr. Smith said. "Lexus cares about the intersection of fashion and provocative design, evident in our drive to create exceptionally styled vehicles that deliver excellent performance.

"Those in the fashion industry share the same spirit and pursuit of innovation."

Final Take

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