

IN-STORE

Barneys plans mid-February opening for downtown flagship

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Illustration of original Barneys store in Chelsea

By STAFF REPORTS

Department store chain Barneys New York will open the doors to its new Chelsea location in February, ahead of the anticipated launch in 2017.

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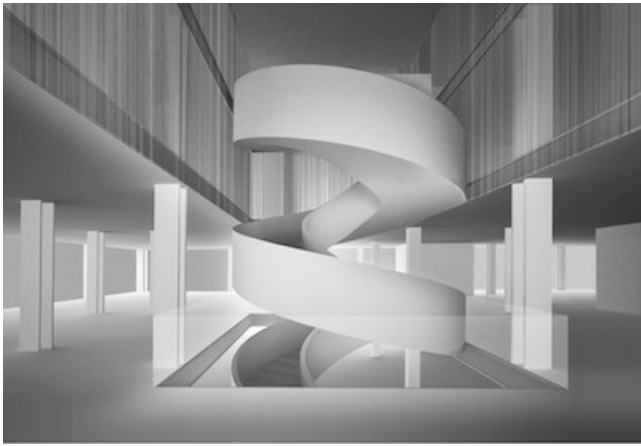
The 55,000-square-foot flagship in downtown Manhattan will occupy one block, running along Seventh Avenue between 16th and 17th Streets. A kind of homecoming for the retailer, the store is situated on the same block where Barneys first opened in 1923.

Returning home

Announced in late 2013, this store opening will allow Barneys to fill in its retail gaps within Manhattan, granting it an advantage over competitors that have isolated stores ([see story](#)).

From its original opening in 1923 until it moved uptown to Madison Avenue in 1993, Barneys' flagship was located in Chelsea. While this may be a return to its historic neighborhood, this new store will present a modern image with the help of designs from Steven Harris Architects.

An homage to its former store, a spiral staircase will connect all five selling floors, which will carry menswear, women's wear, footwear, accessories and beauty curated for the downtown neighborhood. Filling out the in-store experience will be a Blind Barber salon for men, personal shopping suites and a Fred's restaurant which references the Madison Avenue location while making its own gastronomic impression through its own menu focused on drinks and small plates.



Rendering of spiral staircase for Barneys' Chelsea flagship by Steven Harris Architects

In-store technology, including mobile applications, will aid the shopping process.

For the opening, Barneys has planned a number of tributes to New York, including exclusive capsule collections from local labels such as Proenza Schouler and Alexander Wang, as well as a window display featuring a photography series by Bruce Weber.

The New York retail landscape is changing, with a number of luxury chains opening new locations in the near future.

In 2014, Neiman Marcus announced plans to open its first Manhattan location in 2018.

Neiman Marcus Group currently manages New York retailer Bergdorf Goodman, but does not have its eponymous department store within city limits. This new addition to Neiman Marcus' retail portfolio will introduce New York consumers to the Dallas-based retailer during a time that many retailers have planned expansions ([see story](#)).

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