

ADVERTISING

Barneys showcases hometown pride in exuberant spring campaign

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Barneys "Our Town" campaign

By STAFF REPORTS

Department store chain Barneys New York is paying tribute to the eccentric personalities that make up New York in its spring 2016 campaign.

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"Our Town," shot by Bruce Weber, features famous faces such as Yoko Ono, Lady Gaga and Bobby Cannavale at iconic destinations including Katz's Delicatessen, Central Park and The Carlyle Hotel. The retailer's campaign was released as it prepares to inaugurate its new Chelsea flagship almost exactly where its first store opened in 1923, making this a fitting time to explore its longstanding connection to New York.

Hometown glory

Barneys has collaborated with Mr. Weber for a number of seasons, including its "Brothers, Sisters, Sons and Daughters" effort featuring transgender individuals and "Better than Ever," which cast iconic supermodels to highlight diversity in age and ethnicity.



Female construction workers Priscilla Gibson and Shantar Gibson with model Ajak Deng

Now, the store again tackles diversity by looking at the many sides of New York through the people who call the city home, including Cyndi Lauper, Helmut Lang and Patti Smith. While Mr. Weber himself is no longer a New York resident, he has had a lasting relationship with the city, having first fallen in love with it as a student at NYU.

While the effort includes many household names, it also shines a light on some other notable natives, including Rocky Jones, the first female battalion chief in New York Fire Department history, four of the Angulo brothers, who were the subject of the documentary "The Wolfpack," and club kids.



Mya Taylor, Ladyfag and LGBT Community Center members

One image captures Mya Taylor, Ladyfag and members of The Lesbian, Gay, Bisexual & Transgender Community Center.

Mr. Weber captured the subjects in a series of still images and exclusive films, which will be showcased in window displays at Barneys' Madison Avenue and Chelsea stores. Barneys will also profile the participants and share additional campaign stories on its content site The Window.

Barneys New York "Our Town" Spring 2016 Bruce Weber Campaign

Print ads will run in national placements, including magazines, newspapers and online outlets. The campaign will also appear on taxi tops, bus shelters, wildpostings and urban panels across Manhattan.

"Our Town' is an especially important and meaningful project for Barneys, as our heritage and DNA runs deep through New York," said Dennis Freedman, creative director at Barneys New York, in a statement. "We approached Bruce with the idea of shooting a rich variety of people and places throughout New York, and the result is a poignant story told through his eyes."

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

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 nearly 100 years ago ([see story](#)).

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