

INTERNET

Barneys grants insider's view of New York with digital city directory

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Whitney Museum of American Art

By SARAH JONES

Department store chain Barneys New York is celebrating the hidden gems in its hometown with the launch of a curated city guide.

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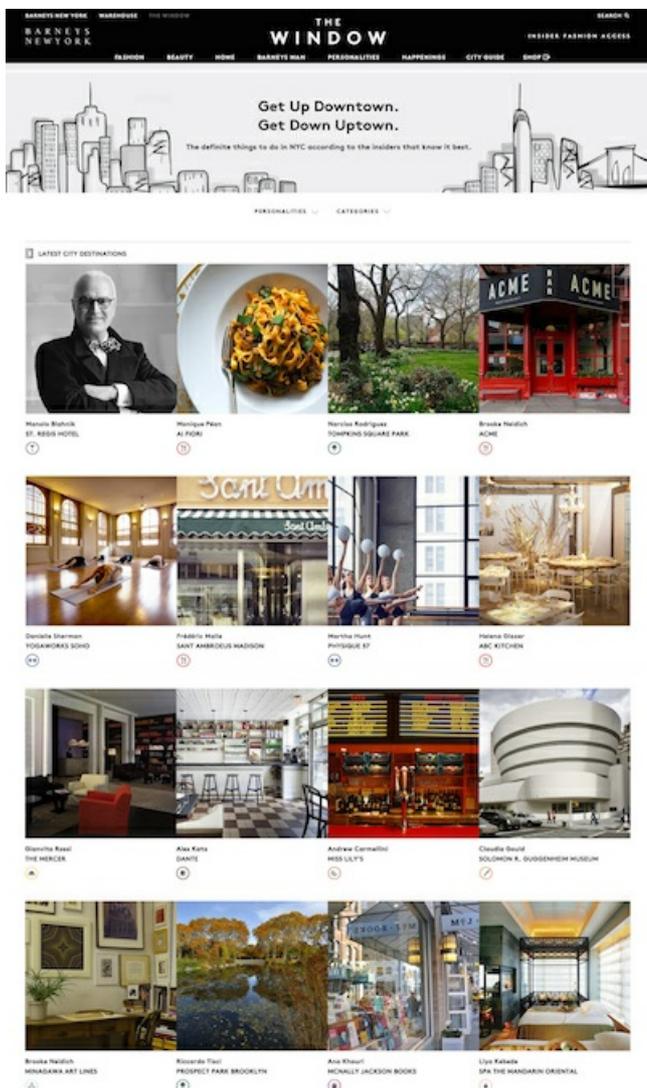
Housed on Barneys' content site The Window, the guide asks influencers such as Givenchy's Riccardo Tisci, jewelry designer Pamela Love and blogger Leandra Medine to weigh in on some of their favorite haunts. As the store prepares for its Chelsea flagship opening on Feb. 15, this city guide will help to showcase its relationship with both uptown and downtown neighborhoods and personalities.

"City Guide is a natural extension of The Window's editorial offering," said Marissa Rosenblum, editorial director of The Window at [Barneys](#), New York. "It's a way of putting together all the insider tips and tidbits from the designers, artists and influencers we collaborate with, and packaging it up into an editorial product that our audience can interact with."

Insider info

Barneys' New York guide features the headline "Get Up Downtown, Get Down Uptown," corresponding to the #GetUpDowntown hashtag used for updates surrounding its Chelsea location opening. The launch was also timed to coincide with the beginning of New York Fashion Week, enabling the online feature to act as a resource for fashionistas from out-of-town.

At the top of the page, consumers can select from drop down menus to view places by category or by personality. Covered within the guide are coffee shops, culture, salons and spas, shopping, green spaces, fitness classes and facilities, dining, bars, hotels and more.



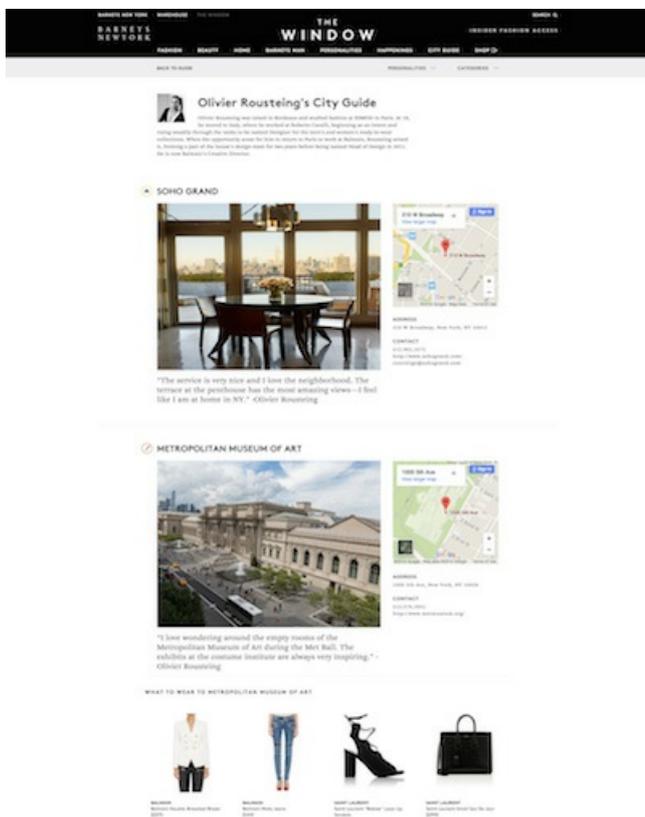
Barneys City Guide

The personalities chosen include both native New Yorkers and frequent visitors.

Clicking on a personality brings up a page with all of their suggested spots. For instance, artist Alex Katz, who Barneys has collaborated with in the past, suggests getting coffee at Dante and stopping by the gallery Gavin Brown's Enterprise, because "You never know what that crazy guy's gonna do!"

Alongside the suggested locations throughout the city, Barneys includes shoppable links to suggestions of items to wear or bring to the hot spot.

Balmain's Olivier Rousteing shares that he enjoys staying at the SoHo Grand hotel because it makes him feel at home when he visits New York, and professes his habit of wandering around the Metropolitan Museum of Art during the Costume Institute Gala.



Olivier Rousteing's guide to New York

Local model Hilary Rhoda spills on her go-to hair salon, Serge Normant in Chelsea, and discusses the difficult yet effective workouts at Tracey Anderson Method.

While Barneys has launched its city guide with New York, it has guides for San Francisco, Chicago, Los Angeles, Paris and more in the works.

As a resource on-the-go, the guide is included on the Barneys New York application for iPhone, enabling fashion week attendees to find a caffeine fix or plan some retail therapy between the shows.

"While the directory is an easy-to-use tool to find destinations and services recommended by influencers we and our audience loves it also happens to be fun, inclusive content," Ms. Rosenblum said.

"Who wouldn't want to know that Olivier Rousteing likes to grab coffee at Ninth Street Espresso in Chelsea Market or that Riccardo Tisci prefers his from Marlow & Sons?" she said. "If you care about fashion and if you're shopping on Barneys, you do then that's an enjoyable takeaway."

Barneys is encouraging consumers to share their own favorite New York spot with the hashtag #BNYCityGuide.

Uptown meets downtown

Barneys will open the doors to its new Chelsea location on Feb. 15, 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 in 1923 ([see story](#)).

Barneys is keeping its Madison Avenue flagship, giving itself a retail footprint in both upper and lower Manhattan.

In anticipation of the opening, Barneys paid tribute to the eccentric personalities that make up New York in its spring 2016 campaign.

"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 ([see story](#)).

"Barneys is a lifestyle brand," Ms. Rosenblum said. "It's not just about buying a dress, it's how was that dress made, who designed it, where to wear it, how to style it. Our audience cares deeply about design, the arts and the culture of this city."

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