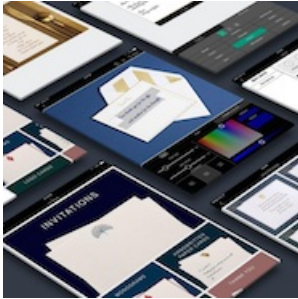


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## Barneys appeals to time-strapped luxurians with customizable digital stationery

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*Connor Digital app*

By STAFF REPORTS

Department store chain Barneys New York is bridging traditional and digital correspondence through the launch of a digital stationery platform.

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Barneys collaborated with New York-based engraved stationer Connor to design an application through which consumers can create, send and track custom cards and invitations on a phone, tablet or desktop computer. An additional partnership with Bond will enable these digital cards to feature a consumer's own handwriting, bringing a more personal touch to the messages.

### Elevated e-card

Connor is exclusive to Barneys, making this joint venture a natural progression of the relationship.

Within the app, consumers can first choose a card for a selection of occasions, including Valentine's Day, Happy Birthday, Thank you and Barneys-specific designs. Each category contains a number of designs, including original photography, and consumers can even add their own touch by uploading a picture.

Once the general design is selected, the consumer can edit the card with their own text, choosing from a range of font and color choices and formatting options. Some designs are complimentary, while others are available for purchase at \$1.99.

Allowing consumers to keep tabs on RSVPs and guest lists and communicate with attendees as a group, the app also includes management functions.



### *Connor app*

Consumers can also create a monogram, which can be purchased one time for \$9.99 and then used as many times as the user wishes throughout the app.

Bond, which has built technology to allow consumers to send handwritten notes ([see story](#)), is also partnering with the new Connor stationery app. Consumers can select from a number of handwritten fonts, and their message will be written onto physical Connor stationery in pen and mailed to the recipient.

Retailing for \$9.99, these handwritten cards are addressed and stamped by Bond, leaving time-strapped consumers without the hassle.

As consumers become more digitally driven, a number of brands have sought to preserve the art of the handwritten note.

Luxury houses have been tasked with the responsibility of preserving tradition, whether it is craftsmanship or white-glove service. Now, brands are extending their role of conservator to uphold handwritten correspondence.

To protect traditional forms of communication and etiquette, luxury brands have turned, surprisingly, to digital concepts that encourages peer-to-peer interactions by sending notes via mobile applications. As technology continues to advance and consumers move farther and farther away from handwritten notes and cards, the form may become ancient history, but through the help of luxury brands, stationery-based correspondence is undergoing a period of resurgence.[see story](#)).

Bond's upper tier service, Bond Black, is a mobile subscription application allowing users to prepare handwritten notes, in their own hand, right from the convenience of a smartphone ([see story](#)). As mobile technology has infiltrated daily life, the art of letter writing has suffered with many opting for an impersonal text message rather than a thoughtfully written note ([see story](#)).

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