

ADVERTISING

Barneys connects art, fashion in Karlie Kloss-fronted campaign

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Karlie Kloss for Barneys spring 2016

By STAFF REPORTS

For its latest campaign, department store chain Barneys New York is using spring trends to show where fashion and art overlap.

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To do so, Barneys collaborated with photographer Juergen Teller and supermodel Karlie Kloss for a photo shoot staged during Miami's Art Basel. With so many similarities, fashion brands and retailers often pair works of art with apparel, showing how the two feed off and inspire one another.

Together again

Barneys' spring 2016 campaign marks the first time Mr. Teller and Ms. Kloss have worked together in almost a decade. The pair first met in 2008 for Ms. Kloss' first major campaign, a fragrance effort for Marc Jacobs' Lola perfume.

When approached by Barneys for the spring 2016 campaign, Mr. Teller felt Ms. Kloss was the perfect fit for the Miami location, saying that she is "an American sporty supermodel" and that the South Florida city is a "muscled sports environment."



Karlie Kloss in Altuzarra and Manolo Blahnik pumps, Barneys spring 2016 campaign

Rather than staging the campaign, Mr. Teller took a free-spirited approach to the atmosphere used for the photographs. The pair went around Miami in a van, with Ms. Kloss changing outfits in the backseat, to find the best locales.

The end result places Ms. Kloss in a wheelbarrow at an active construction site and with body builders at the beach. A full account of Mr. Teller's and Ms. Kloss' time shooting the spring 2016 campaign has been included on Barneys' content site [The Window](#).

Barneys' article for the spring campaign is also shoppable, allowing consumers to immediately interact with its offerings.

In the spring campaign, Ms. Kloss was photographed wearing the latest trends with looks by The Row, Prabal Gurung, Gabriela Hearst, Manolo Blahnik and Celine.



Karlie Kloss in Paco Rabanne, Barneys spring 2016 campaign

Salvatore Ferragamo recently worked on an effort with Wallpaper* magazine that took a similar approach to spring fashion.

Ferragamo used pieces from the spring/summer 2016 collection to explore how it is positioned at the intersection of fashion and art.

Driving this concept home and illuminating its mantra that "there is no limit to beauty or the pursuit of perfection," Ferragamo worked with shelter publication Wallpaper* magazine Bespoke on a digital series of short films. The end result includes an "in conversation with" interview discussing the "pursuit of beauty," stylized stills and a curated apparel and accessories edit ([see story](#)).

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