

IN-STORE

Barneys' "endless aisle" approach supported by beacons, personalization

April 25, 2016



Barneys' downtown central staircase, photo by Scott Frances

By STAFF REPORTS

Department store chain Barneys New York is furthering its omnichannel capabilities through the use of integrated iBeacon technology and a personalization platform.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

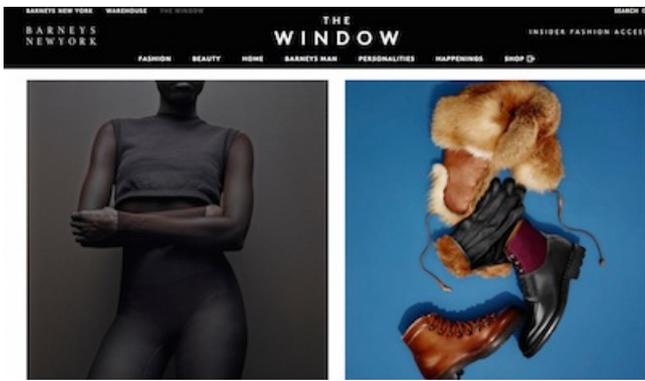
Powered by RichRelevance's Relevance Cloud, Barneys is emphasizing its dedication to creating an in-store experience enhanced by digital touchpoints. The initiative has created a first-of-its-kind digital customer experience at Barneys' recently opened downtown flagship in Manhattan's Chelsea neighborhood.

High-touch retail

Barneys' new flagship has combined luxury retail with state-of-the-art technology through the use of iBeacons and the Relevance Cloud personalization platform. Together, these technologies enhance the in-store experience by delivering personalized editorial content such as copy, video and look books to consumers visiting the flagship.

iBeacons placed throughout Barneys are linked to the Relevance Cloud platform and can also offer consumers personalized notifications. For example, if a consumer nears an item saved to her mobile shopping cart or on a wishlist, a push notification will inform her, creating a seamless and efficient omnichannel experience.

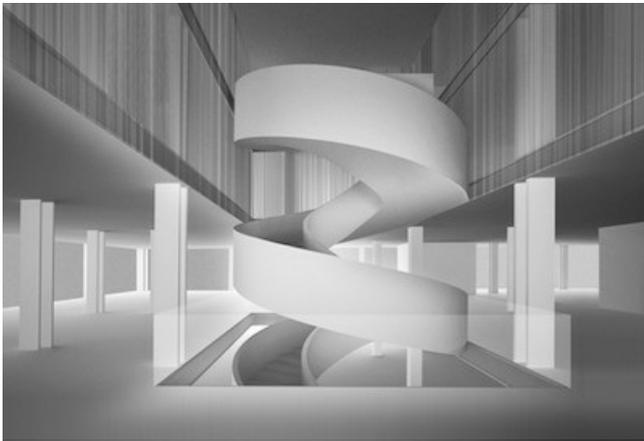
According to the retailer, it is the first luxury department store to launch iBeacon technology within a bricks-and-mortar space. Barneys plans to use iBeacons to share rich multimedia content such as videos, look books and interviews with designers to inform and entertain its consumers while creating a seamless and efficient in-store experience.



Barneys' The Window

Barneys has placed iBeacons throughout the Chelsea store to create a personalized experience as well, available for those who opt-in. Using the technology, the retailer can send personalized recommendations sourced from The Window, Barneys' editorial site, to consumers' smartphones ([see story](#)).

Internally, Barneys' use of Relevance Cloud is beneficial to its sales team, which can use the platform to connect online and offline behavior and preferences. Access to this data can help sales associates better assist Barneys' in-store consumers with the retailer's clienteling application.



Rendering of Barneys Chelsea flagship

The clienteling app is available to employees on iPads, which also function as a mobile point-of-sale equipped with Apple pay.

"Luxury shoppers expect a premium experience and personalized service at every touchpoint," said Eduardo Sanchez, CEO/president of RichRelevance. "By extending the Relevance Cloud into the store, Barneys has become the first luxury retailer to use iBeacon technology content and consumer insights to bring a more personalized and editorially-driven experience to customers everywhere they shop."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.