

RETAIL

Barneys turns Chelsea Passage home department into summer retreat

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Table setting for Lisa Perry XO Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is bringing Hamptons' entertaining to its Madison Avenue flagship with help from designer Lisa Perry.

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The Lisa Perry XO Barneys New York summer shop opened in time for Memorial Day in the Chelsea Passage section of the department store's home goods section on the ninth floor. Open through Labor Day, the summer shop includes lifestyle pieces exclusively designed by Ms. Perry as well as curated goods picked specifically for the collaboration.

Summer fun

After launching her namesake women's wear line in 2007, Ms. Perry has gained a following for her clean lines, geometric shapes and use of bold colors. It is that modern pop aesthetic that has been carried through to her home decor pieces found in the Lisa Perry XO Barneys New York summer shop.

For the shop, Ms. Perry designed home accessories such as pillows, throws and placements, all with a "weekend retreat" feel. Pillows, for example, feature bright solids, metallics and geometric prints while reversible placemats include upbeat words such as "enjoy," "love" and "hello" in vibrant contrast colors.

The curated edit also includes a throw blanket made of recycled plastic bottles, and graphic monochromatic acrylic coasters and trays to balance Ms. Perry's use of bold colors.

In addition to Ms. Perry's own designs, she worked with the Barneys team to select complementary home decor items from brands carried by the retailer. These range in size from Bodrum napkins and Heller dinnerware to larger pieces such as Studio 65's "Bocca" lip-shaped sofa.

Pricing for the Lisa Perry XO Barneys New York home collaboration range between \$8 and \$5,995. Items can be purchased at the New York Madison Avenue flagship or online.

"The Lisa Perry XO Barneys New York home collaboration is a great addition to the current product assortment in Chelsea Passage," said Tom Kalendarian, executive vice president and general merchandise manager for men's and Chelsea Passage at Barneys, in a statement. "Unlike anything else, the pieces fill the role of fun gifts and decor for summer that fit the lifestyle of our clients."



Promotional GIF created for the Lisa Perry XO Barneys New York collaboration

"Our relationship with Lisa Perry began many years ago when we sought to carry her children's apparel collection in Chelsea Passage children's shop," he said. "We were immediately drawn to Lisa's fun and pop sensibility. This new collaboration for home products allows us this unique opportunity to collaborate with Lisa once again."

The Lisa Perry XO Barneys New York space is enhanced further with the placement of custom white ping pong tables and an ice cream truck, all of which is set upon a "grass" carpet made to look like a tennis court.

To explore Ms. Perry's sources of inspiration, the space is decorated with vintage clothing and books from the designer's personal archives on opposite sides of Chelsea Passage.



Section of Lisa Perry XO Barneys New York in Chelsea Passage

Barneys is promoting the summer shop with a window takeover. The Lisa Perry XO Barneys New York collaboration is displayed in one of the retailer's 60th Street windows. As of May 27, the Barneys visual team set a dining table with items from the collaboration using fashion illustrator Donald Robertson's artwork as a background.

In the past, Barneys has tied what's found in its iconic window displays to items available for purchase within its curated floors.

Barneys New York brought art to fashion with an installation in its Madison Avenue store windows by American artist Alex Katz. The artist collaborated with Barneys to produce an extensive four-window mural for the Upper East Side location, along with a collection of home goods, gifts and limited-edition prints.

Limited-edition products from this collaboration were available for purchase at Barneys, allowing consumers to

take a small piece of the experience home with them. The pillows, water bottles, mugs and tote bags that Mr. Katz created were all done in the style of the mural with a bold, black-and-white contrast and sketched drawings ([see story](#)).

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