

RETAIL

Barneys named exclusive retailer of Justin Bieber tour capsule

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Justin Bieber performs at the 2016 Purpose World Tour; Photo by Jeff Kravitz/FilmMagic

By STAFF REPORTS

Pop star Justin Bieber is showing off his fashion design aspirations with the exclusive Purpose Tour XO Barneys New York collection.

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Mr. Bieber has selected Barneys as the official retail platform for his 30-piece tour merchandise collection in collaboration with Los Angeles fashion designer Jerry Lorenzo. Mr. Bieber and Mr. Lorenzo, who runs the Fear of God label, have become close friends after the singer commissioned a number of the designer's streetwear pieces for himself.

Barneys is a Belieber

In addition to creating custom ready-to-wear pieces for Mr. Bieber, Mr. Lorenzo was also commissioned to help with the designs for the singer's 114-city "Purpose" tour merchandise.

The merchandise designed for the tour has spurred enormous interest from fashion enthusiasts, resulting in lengthy lines, large crowds and pieces selling out in minutes at Purpose pop-up shops.

Mr. Bieber's Purpose Tour XO Barneys New York collection features 30 pieces, including previously unavailable Italian leather biker jackets, hoodies, printed denim jackets and tees made in the United States.



Leather biker jacket from the Purpose Tour XO Barneys New York collection

The collection, which ranges in price from \$95 for a t-shirt and \$2,100 for a plaid overcoat, went on sale on July 16 on Barneys' Web site and can be purchased from the retailer's Beverly Hills, CA, San Francisco and New York

flagships as of July 18.

"A lot of pop stars today are more than just musicians – they're creative directors," said Drew Caldwell, senior buyer at Barneys. "It makes sense that they might have an aesthetic opinion, and we've always respected creative processes of any kind here."



Outfit from the Purpose Tour XO Barneys New York collection

Similarly, French atelier Christian Dior evolved its relationship with singer Rihanna from campaign ambassador to creative collaborator.

In 2015, Rihanna fronted Dior's Secret Garden IV campaign, helping to modernize its brand image and tap into the singer's high-profile celebrity. Rihanna has continued to extend her creative roles with a number of fashion houses, including, most recently, footwear label Manolo Blahnik, proving that celebrity-fronted collections have a place in the greater luxury arena.

Announced via DiorMag, Rihanna has worked with Dior to design a pair of sunglasses. The singer's design, her first go at sunglasses, is described as having clean lines and futuristic accents ([see story](#)).

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