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Barneys shows off youngsters' creativity in fall fashion film

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Barneys' fall 2016 children's wear look book

By STAFF REPORTS

To promote its latest children's collections, department store chain Barneys New York turned the look book production over to kids themselves.

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In a short music video, children are seen lip syncing and showing off their dance moves to Rachel Platten's hit "Stand By You." Digital media has made it easier for kids to become creators, a role that the stars of Barney's marketing effort take on seemingly with ease.

Belting it out

At the opening of Barneys' film, children are seen pressing the record button on cameras. In many cases, the kids handled the camera work themselves.

As they do, comments begin popping up at the bottom of the screen with positive feedback such as "so cute" and "the sweetest." These are punctuated with emojis such as hearts, unicorns and stars.

The children are seen as they would be if they were jamming at their homes, singing into a toy hotdog or accessorizing with a superhero cape.

Kids from Barneys The Window

Barneys' look book film features pint-sized fashions from brands such as Dolce & Gabbana, Moncler, Fendi and Bonpoint.

While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion players, according to a recent report by Fashionbi.

Parents are the main purchasers, but children hold a lot of sway in shaping their buying decisions. Kids with their own money have also been known to splurge on a fashion item.

Children today are more aware of luxury brands. They are exposed to fashion media from a young age, treated more like adults and taken on international trips ([see story](#)).

Barneys' effort plays into children's heightened fashion awareness, allowing kids to speak to other children in a shared cultural language.

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