

RETAIL

Barneys reflects on fashion history with vintage pop-up

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Resee.com pop-up in Barneys New York

By STAFF REPORTS

As fashion month begins and the latest collections appear on the runway, department store chain Barneys New York is paying homage to earlier designs.

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The retailer is hosting a month-long pop-up by Paris-based vintage and secondhand luxury ecommerce Resee.com in its Madison Avenue flagship, allowing Barneys shoppers to peruse pieces from iconic collections dating to the 1970s or 90s. This temporary shop in shop, opened Sept. 6, reflects the mix and match way in which affluent and style conscious shoppers are buying.

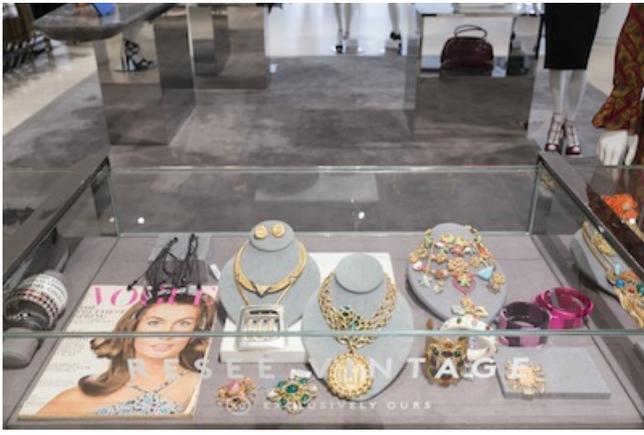
What's old is new

This pop-up is Resee's first in New York. Barneys has situated the temporary shop in shop on the fourth floor, placing the vintage merchandise next to today's ready-to-wear.

Included within the selection are pieces from Yves Saint Laurent in the 1970s, 1990s Alaa and Tom Ford's Gucci. Vintage accessories, including Herms handbags, will also be featured.

"Barneys represents the best in fashion, from established designers, to exclusive collaborations and up-and-coming designers" said Resee.com founders Sofia Bernardin and Sabrina Marshall in a statement.

"Resee.com is about the best moments in past fashion, those unforgettable collections that changed the course of fashion, yet still remain incredibly wearable, modern and relevant," they said. "We are very honored to be able to share our collections within Barneys context and point of view."



Resee pop-up at Barneys

Both of Resee's co-founders came from publishing, with Ms. Bernardin having worked at Vogue and Ms. Marshall a former employee of Self Service magazine.

Other department stores are entering the secondhand space.

For example, French department store chain Galeries Lafayette strengthened its ecommerce business with the purchase of InstantLuxe.com

Established by Yann Le Floc'h in 2009, InstantLuxe.com is an ecommerce site based in France specializing in the trading of pre-owned luxury goods. Galeries Lafayette purchased InstantLuxe.com outright for an undisclosed sum on June 29 but will keep Mr. Le Floc'h as the company's head ([see story](#)).

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