

RETAIL

Barneys takes path less-traveled at Cannes for fall campaign

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Barneys' Red Carpet campaign, fall 2016

By STAFF REPORTS

Shot nearby the Cannes International Film Festival, department store Barneys New York sought to capture social commentary alongside designer fashions for its fall 2016 campaign.

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Barneys and Juergen Teller have created a synergistic partnership over the course of six years, which has resulted in 12 campaign collaborations between the retailer and photographer. Maintaining a tight relationship with a particular talent ensures that fans of the retailer will instantaneously recognize the compelling style of Mr. Teller's campaigns for Barneys.

Anti-red carpet

Barneys and Mr. Teller traveled to Cannes, France to highlight the retailer's top designer collections in his stylistic "humor and truth." Mr. Teller's style also adds a degree of social commentary to his images, an approach that differs from the uniformity of many fashion campaigns.

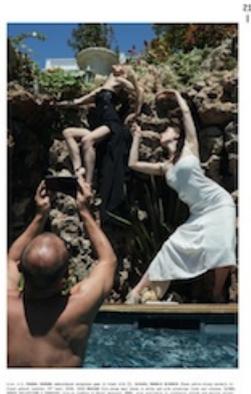
For its ongoing creative series with Mr. Teller, Barneys has explored a bevy of locales from New Orleans to Athens, Tel Aviv to most recently in Miami ([see story](#)). The created images are described as "both powerful and unconventional."



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Barneys' fall campaign used the Cannes Film Festival in France as a backdrop. Mr. Teller's imagery has a distinctive outsider view of the festival, choosing to concentrate on the locations surrounding the film festival instead of the actual red carpet.

Mr. Teller staged the shoot at a private villa to capture a red carpet photo and visited art collector and follow photographer Jean Pigozzi's pool, instead of the official Cannes Film Festival venues.



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"Throughout the six consecutive years of partnership, Barneys and Juergen have developed a visual language through photography that is both personal and unique," said Dennis Freedman, creative director of Barneys New York. "We value this long term relationship, and are proud of the work we do together, which is always a reflection of our shared creative vision."

"Red Carpet" features models Eva Herzigova and Lily McMenamy. Mr. Pigozzi also made a special appearance during the campaign to photograph the models as Mr. Teller photographed all three.

Designer fashions seen in the campaign include Balenciaga, Givenchy, Gucci and Saint Laurent and pieces from Burberry, Loewe and Vetements, among others that are exclusive to Barneys.