

RETAIL

Barneys, Burberry team for see-now, buy-now capsule moments after runway debut

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Burberry X Barneys, an Exclusively Ours capsule at Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is among the first retailers to immediately offer British fashion house Burberry's first direct-to-consumer collection.

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Burberry just wrapped its September 2016 Collection show this afternoon during London Fashion Week, its first presentation to be fully available under its new see-now, buy-now retail model. Noting the change in consumer expectation and behavior, Burberry has refined its runway and retail strategies to be "seasonless, immediate and personal" to keep its global audience top of mind ([see story](#)).

First up

With Burberry's male and female lines presenting as one, the British fashion label will show 83 ensembles comprising more than 250 pieces. Fans of the brand were able to participate in a live stream of the presentation via its Web site, Facebook, Snapchat, WeChat and Kakao.

For its United States-based consumers Burberry has partnered with Barneys New York as an exclusive retail platform. The collection found at Barneys was available moments after making its debut at Makers House in London that same day.

Burberry and Barneys joined together for an Exclusively Ours capsule of the men's and women's pieces seen at London Fashion Week. The Burberry X Barneys New York capsule collection will be sold exclusively on Barneys' Web site and at its two New York flagships as well as the Beverly Hills, CA location.



Look from Burberry X Barneys New York capsule

"The Burberry looks that we collaborated on are romanticized utilitarian, very feminine and truly seasonless in our eyes said," Daniella Vitale, chief operating officer at Barneys in a statement.

"We love the idea of doing special projects and partnerships, like this exclusive capsule collection," she said. "Our customers crave these unique opportunities, and so do we."

Author Virginia Woolf's novel "Orlando" serves as the central theme of the collection, which plays with notions of contrasting masculine and feminine styles, across various time periods.



Look from Burberry X Barneys New York capsule

Burberry's collection features velvets and silks in bold jewel tones such as hunter green and softer shades such pale pinks and blues. Barneys describes the collection as being "heavily detailed pieces [that] combine artisanal nobility with modern informality, gracefully linking past to present."

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