

RETAIL

Barneys champions gender equality through social campaign

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Post from @EggCanvas as part of Barneys New York's #GirlPower effort

By STAFF REPORTS

Department store chain Barneys New York is showing its support for International Day of the Girl Oct. 11 by promoting the idea that anything is #GirlPossible.

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For the second year in a row, the retailer is teaming up with The Girls' Lounge to create a conversation around the holiday declared by the United Nations to focus on the education, empowerment and equality of girls around the world. By joining this conversation, Barneys is able to share a common cause with consumers, which may increase the bond between store and shopper.

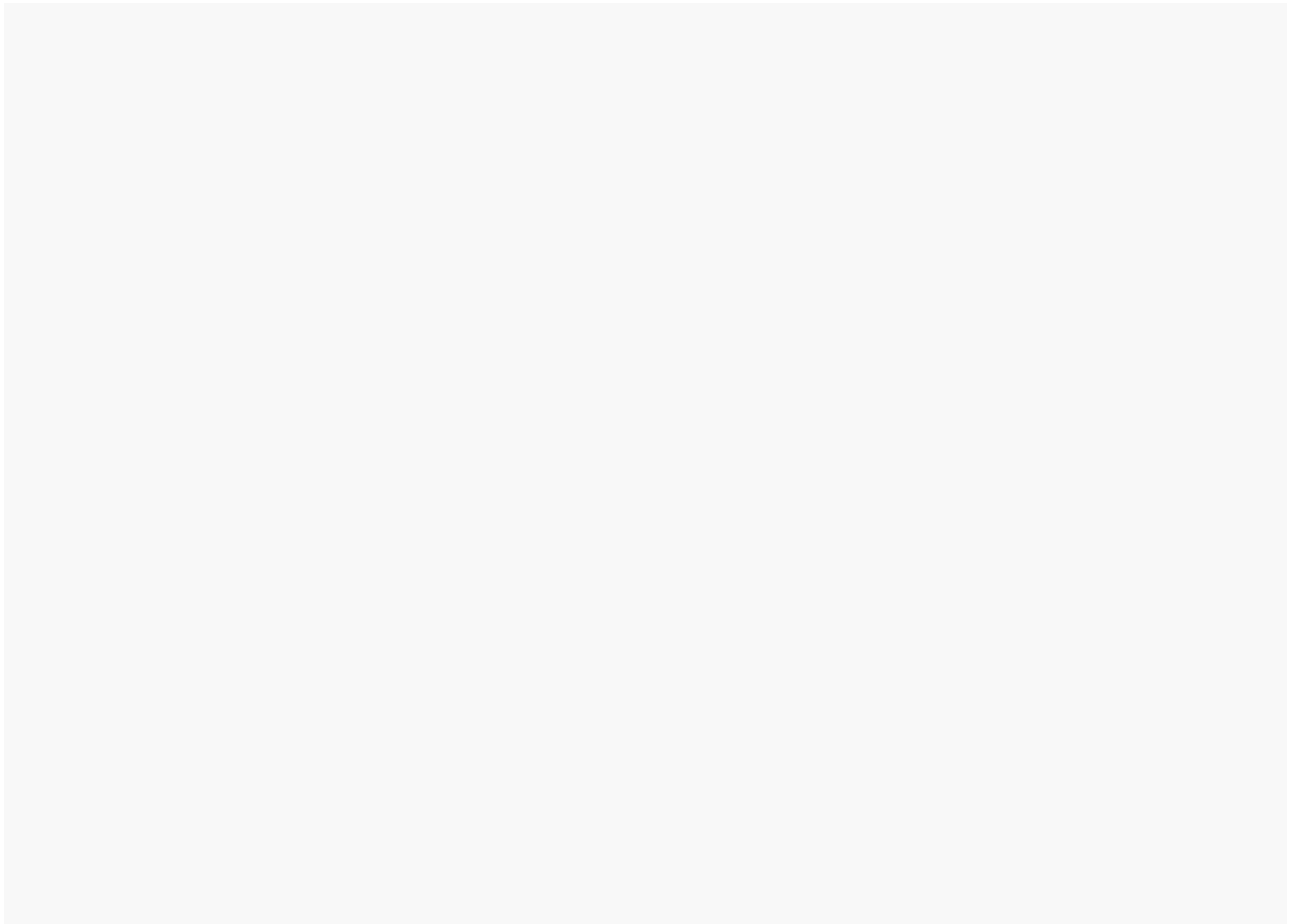
Girl power

International Day of the Girl is in its third year. For the occasion, Barneys will be featuring the topic of girl power in some of its store windows and on its digital channels.

The retailer's content site The Window is being dedicated to girl-centric topics. Included is a profile of Alaina Percival, CEO of Women Who Code, which aims to help females achieve success in technology fields.

Barneys is also getting its followers involved through a user-generated content effort. To participate, consumers are asked to write the phrase "Equality is possible when" on a piece of paper, continuing the phrase with their own thoughts.

Followers are then asked to take a photo of themselves holding their paper and post it to Instagram, Twitter or Facebook using the hashtags #GirlPossible and #IDG2016.



#GIRLPOSSIBLE: Barneys New York and @thegirlslounge are partnering once again to celebrate International Day of the Girl on October 11, a United Nations-declared observance day recognizing girls' rights and the unique challenges girls face globally. Participate in our #GirlPossible campaign to raise awareness for girls' education, equality, and empowerment. Help us build awareness around education, empowerment, and equality for girls worldwide by joining the movement today. Here's how: 1. Write your answer to "Equality is possible when ____" on a piece of paper. 2. Snap a photo of yourself holding your message. 3. Share the photo on Instagram, Twitter, and Facebook using the hashtags #GirlPossible and #IDG2016. 4. Tag your heroes anyone you want in the post to nominate them to do the same. Together let's continue to activate change and create impact for you, our sisters, and future generations.

A video posted by Barneys New York (@barneysny) on Oct 6, 2016 at 4:58am PDT

Spreading the message beyond Barneys' own followers, posters are asked to tag friends to invite them to also share their ideas.

Gender equality is a cause other brands have taken on, using technology and social messaging to enact change.

Chime for Change, a charity organization founded by Italy's Gucci, advanced its mission of bettering women's lives by organizing a hackathon at Facebook's California headquarters.

The third event of its kind, the Chimehack 3 brought together hackers, issue experts and nonprofit leaders in a collective effort to develop technology that promotes gender equality and combats violence against women. This year's Chimehack was co-hosted by Facebook and Global Citizen ([see story](#)).