

RETAIL

Chanel cruises into Barneys' downtown flagship windows

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Image courtesy of Chanel

By STAFF REPORTS

Department store chain Barneys New York is recreating the atmosphere of Chanel's cruise show in Havana, Cuba in the windows of its Chelsea store.

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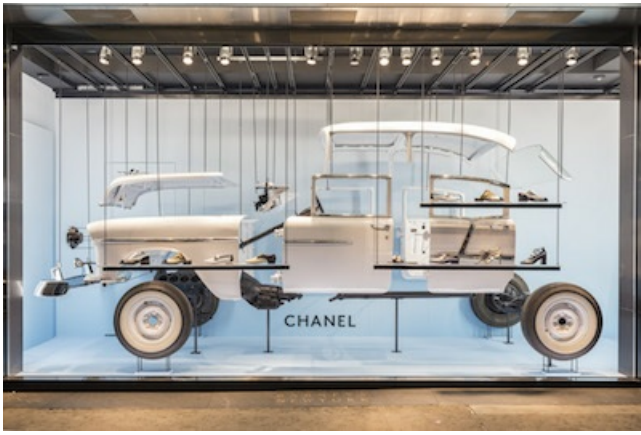
Working together, the apparel label and the retailer are displaying pieces from the runway collection on fixtures constructed out of classic cars, bringing to mind the vintage vehicles that roll through the tropical city. This conceptual representation of Cuba's streets allows Barneys and Chanel to tell a story together.

Rolling into retail

For Chanel's cruise 2017 show staged earlier this year, the brand lined the roads leading up to its venue with about 100 classic cars.

Wanting to translate that vibe to its windows, Barneys sourced automobiles from South Florida, refinishing them in its production studio in Long Island City, Queens. Rather than just placing the vehicles in the panes whole, the team took the vehicles apart to create airier representations of the cars.

"For anyone who's ever been to Havana, almost the first thing you're aware of is a city where all the cars are of an era that comes from our past," said Dennis Freedman, creative director at Barneys. "Focusing on that element gave us the opportunity to do something that was, in a way, very refined, but in other way, somewhat flamboyant. Cars of that period really had a personality, and the car in our windows certainly does."



Chanel window display at Barneys' downtown flagship

Barneys has previously worked with other brands to bring the ambiance of their runways to its retail environment.

For instance, the retailer previously transported consumers to Hood By Air's spring/summer 2016 runway show at the Philharmonie de Paris through a lifelike display in its Madison Avenue windows.

Taking the concept of mannequin to a new level, the retailer worked with Studio UG's Yuji Yoshimoto to build custom figures based on six of the brand's muses, most of whom walked in the show. The realistic nature of the statues in the window likely caught the attention of passersby, who may have stopped to examine whether or not they were truly inanimate ([see story](#)).

"This process exemplified why Barneys is so interested in collaboration it allows us to develop a relationship with a brand that goes beyond the clothes," Mr. Freedman said. "It goes into the way they think and the DNA of the brand. It tells a bigger story."

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