

RETAIL

Barneys publishes first book in 93-year history

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Barneys' "Our Town" campaign is featured in its debut book

By STAFF REPORTS

Department store chain Barneys New York is celebrating the timeline of its almost century-long business through its print debut.

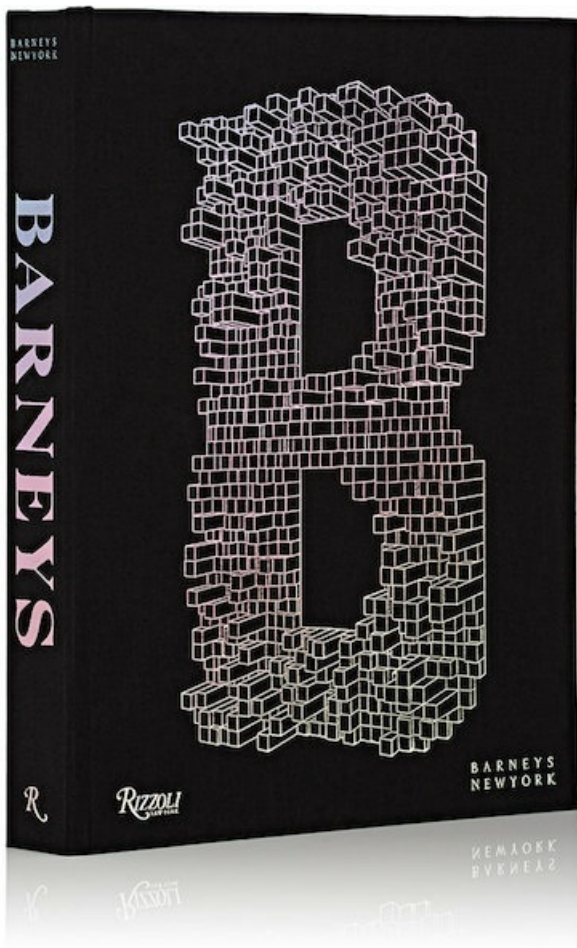
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"Barneys New York," published by Rizzoli, looks at the retailer's impact on the city of New York and the fashion industry through a mix of photographs and quotes from famous fans of its stores. For Barneys, this first tome offers a chance to educate consumers on its heritage and brand story in a long-form medium.

In print

Barneys New York's tome was edited by Interview magazine's Christopher Bollen, with an introduction by David Kamp, a contributing editor at Vanity Fair.

The visual structure of the 300-page book was designed by Sagmeister & Walsh. Included in the pages will be campaigns, advertisements, merchandising displays, events and window designs.



Barneys' book weighs in at 300 pages

Also featured will be dishes from Barneys' in-house restaurant Freds.

Connecting the dots between the imagery will be quotes from designers such as Christian Louboutin, Dries Van Noten, Giorgio Armani and Proenza Schouler's Lazaro Hernandez. Also giving their take on the store will be the likes of photographer Bruce Weber, actress Sarah Jessica Parker, David Bowie and more.

On sale from Oct. 25, Barneys New York is priced at \$85. A \$295 limited-edition copy available for pre-order comes in a presentation box with a glossy acrylic cover with a raised B insignia.

For department stores, books offer an opportunity to expand their brand voice as they share key elements of their expertise or history.

British department store Fortnum & Mason is drawing on its more than 300-year history with food in its first cookbook.

"The Fortnum & Mason Cookbook," which went on sale in October, includes recipes and essays about everything from tea to honey. While this book does look at Fortnum & Mason's past, the tome is designed to appeal to the modern cook and reader ([see story](#)).

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