

RETAIL

Barneys gathers artists to overcome global discord

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Barneys New York #LovePeaceJoyProject holiday graphic

By SARAH JONES

Department store chain Barneys New York is offering an antidote to the turbulent geopolitical climate around the world with a holiday campaign that aims to unite.

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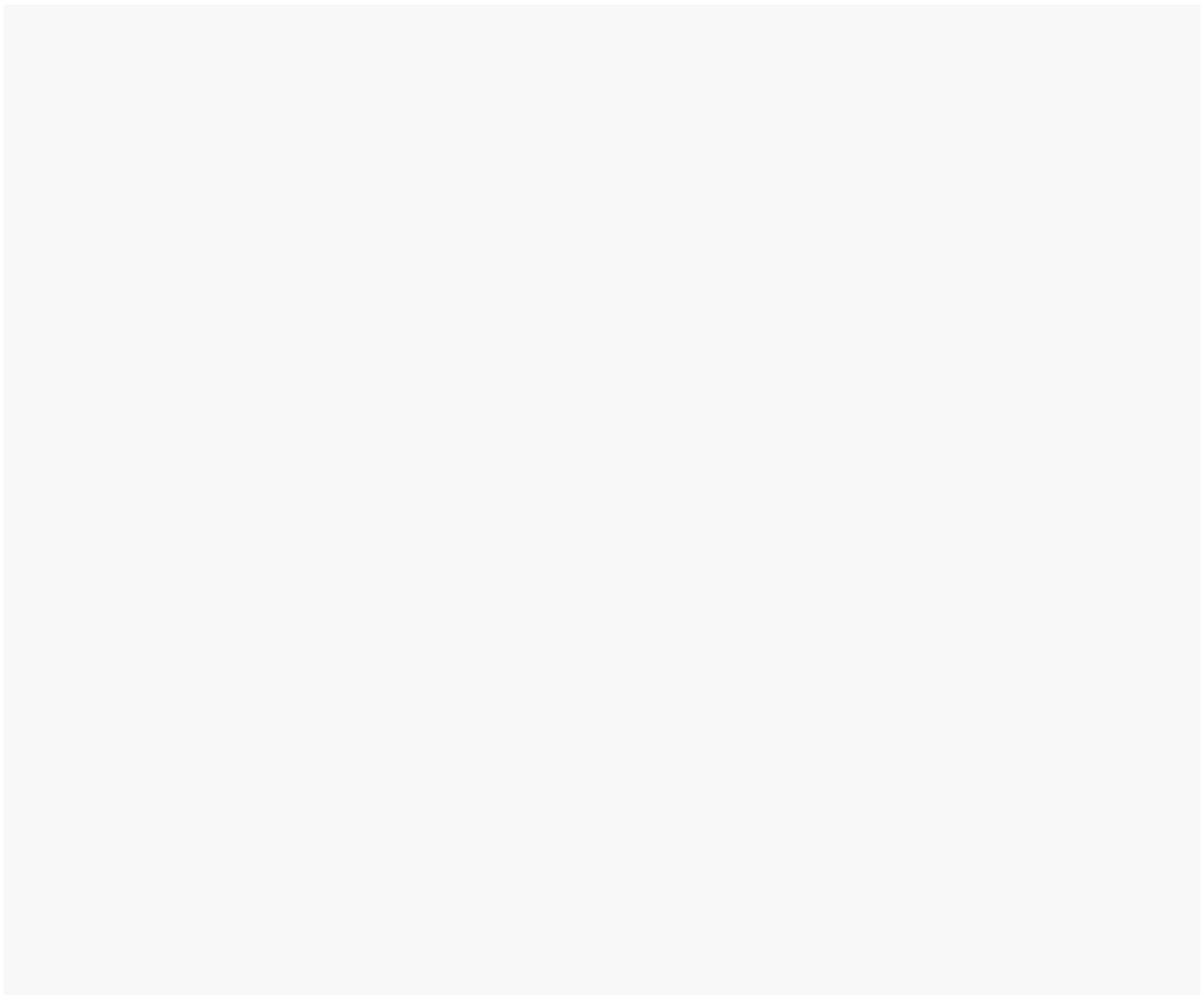
The retailer's "Love Peace Joy Project" initiative brings together six artists for window displays at both its New York flagship stores, with displays that interpret the theme through the artist's particular aesthetic. With current affairs, Barneys' campaign speaks to many consumers' desires for more tranquility and coming together.

All you need is love

Barneys will have window displays at both its Madison Avenue and Chelsea flagship, marking the first time in almost 20 years that the retailer has a holiday window presence downtown.

The collaborators included in the campaign are visual and performance artist Nick Cave, contemporary artist Rob Pruitt, collective Studio Job, mixed media artist Ebony G. Patterson, and the co-creators of Comedy Central show "South Park."

Their work for Barneys leverages their individual mediums, but amplifies the display with innovative touches. Bringing the experience in-store will be retail collections based on the creations of Mr. Cave and Studio Job, such as custom-made lollipops, silk scarves and a bronze mirror for about \$5,600.



A glimpse inside our Love Peace Joy holiday windows. Stay tuned for more of the team behind them when the finished windows are revealed later this week.

A video posted by Barneys New York (@barneysny) on Nov 14, 2016 at 7:53am PST

Giving passersby an opportunity to actively support the message of positivity, the retailer has created a charitable component of its holiday campaign. Honoring the recently established Barneys New York Foundation, a social initiative asks consumers to post a photo of themselves making a pose indicative of one of the campaign ideas and tagging it #LovePeaceJoyProject.

For instance, a participant might make a heart sign with their hands to portray love, jump for joy or make a peace sign. Each post from Nov. 16 will donate \$5 to Amy Schumer and Russell Westbrook's charities.

Ms. Schumer, along with stylist Leesa Evans, launched Stylefund, which works to boost women's self esteem through wardrobe guidance. Basketball player Mr. Westbrook's Why Not? Foundation works to empower youth.



Russell Westbrook Why Not? Basketball Camp

Consumers who visit select Barneys flagships will be able to contribute to these causes via The Love Machine. This digital vending machine doles out surprises such as Love Peace Joy Project playing cards or pins for the cost of a \$20 donation, split between the two organizations.

Barneys' holiday initiative will also be featured on its content site The Window, with features such as artist interviews and behind-the-scenes films.

Love Peace Joy Project will continue through Jan. 3.

In the spirit

Barneys has previously incorporated social media into its windows to extend the conversation.

The retailer was "Chillin' Out" with an ice-themed holiday effort last year.

For its window displays, which include a 35-foot frozen workspace, Barneys developed a winter narrative around the classic game Penguin Chase with the help of ice carvers, frozen sculptors, automaker Lexus and artist Dale Chihuly.

Consumers could enter a social contest by posting a picture of themselves outside the windows to Instagram, including @BarneysNYOfficial and #BNYChillinOut. The winner had their handle carved into an ice sculpture by Okamoto Studios, which will stay up for 24 hours in the window and be shared by Barneys on social media ([see story](#)).

To maximize reach in the retail industry during holiday season, brands must find innovative ways to reach consumers and stay ahead of trends rather than merely following them, according to an executive from Barneys at the Luxury Retail Summit: Holiday Focus 2015.

The holiday season is a busy one for consumers and a competitive one for brands, so it is essential for brands to find creative ways to stand out among all the voices in the industry. For Barneys, that has meant twisting and tinkering with holiday campaigns every year and partnering with a wide range of popular celebrities to provide experiences, fulfill ideas and take risks that neither would necessarily take on their own ([see story](#)).