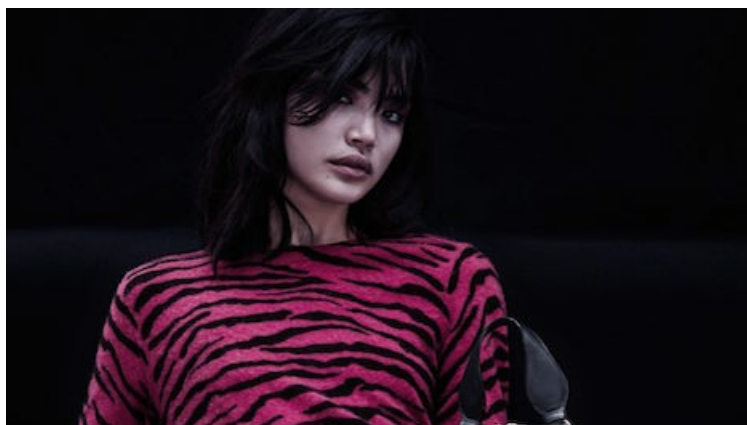


RETAIL

## Barneys taps "editorial eye" for new fashion director

December 6, 2016



*Image courtesy of Barneys New York*

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By STAFF REPORTS

Department store chain Barneys New York has selected Marina Larroud, formerly of Cond Nast-owned Teen Vogue, as its fashion director.

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Ms. Larroud joins the specialty retailer after spending two years as Teen Vogue's fashion and accessories director, where she oversaw all fashion-related content for the print and online editions of the magazine. During her time at Teen Vogue, Ms. Larroud was instrumental in curating trends and consistently sought out emerging talent, skills that will be beneficial as she makes the transition to the retail field.

### Trend watch

Before her position at Teen Vogue, Ms. Larroud worked for almost a decade at Style.com and Men.Style.com. During her eight-year tenure, Ms. Larroud was the fashion market director and market editor, respectively.

Prior to these positions, she worked for Temperley London and Vogue Brazil. Ms. Larroud is a graduate of Brazil's Fundao Armando Alvarez Penteado (FAAP).

Ms. Larroud will begin at Barneys at the start of the new year on Jan. 3 and will report to Jennifer Sunwoo, executive vice president and general merchandise manager of women's and brand licensing.

As Barneys fashion director she will work with established and emerging brands to curate exclusives that leverage Barney's positioning and the interests of its discerning consumers. Ms. Larroud will also collaborate on the retailer's private label, such as ready-to-wear, footwear, handbags and accessories, from design to production.

Tapping into her previous experience at Teen Vogue, Ms. Larroud will also produce trend reports as well as bridge vendors, merchant team and marketing teams to curate product features in mailers, look books, social media and Barneys' blog, The Window.



BARNEYS NEW YORK FALL 2016 CAMPAIGN. STYLING: MARINA SUNWOO. HAIR: JESSICA HARRIS. MAKEUP: JESSICA HARRIS. SET DESIGN: JESSICA HARRIS. PROP STYLING: JESSICA HARRIS. DRESS: BARNEYS NEW YORK. SHIRT: BARNEYS NEW YORK. SHOES: BARNEYS NEW YORK. BAG: BARNEYS NEW YORK. JEWELRY: BARNEYS NEW YORK. ACCESSORIES: BARNEYS NEW YORK. PHOTOGRAPHY: JESSICA HARRIS. ART DIRECTION: JESSICA HARRIS. EDITOR: JESSICA HARRIS. DESIGN: JESSICA HARRIS. PRINTING: JESSICA HARRIS. DISTRIBUTION: JESSICA HARRIS. SALES: JESSICA HARRIS. MARKETING: JESSICA HARRIS. PUBLICITY: JESSICA HARRIS. RELATIONS: JESSICA HARRIS. LEGAL: JESSICA HARRIS. FINANCE: JESSICA HARRIS. HR: JESSICA HARRIS. IT: JESSICA HARRIS. SECURITY: JESSICA HARRIS. COMPLIANCE: JESSICA HARRIS. RISK: JESSICA HARRIS. AUDIT: JESSICA HARRIS. TAX: JESSICA HARRIS. ACCOUNTING: JESSICA HARRIS. RESEARCH: JESSICA HARRIS. ANALYTICS: JESSICA HARRIS. DATA: JESSICA HARRIS. SCIENCE: JESSICA HARRIS. TECHNOLOGY: JESSICA HARRIS. INNOVATION: JESSICA HARRIS. FUTURE: JESSICA HARRIS. VISION: JESSICA HARRIS. MISSION: JESSICA HARRIS. VALUES: JESSICA HARRIS. CULTURE: JESSICA HARRIS. BELIEFS: JESSICA HARRIS. ETHICS: JESSICA HARRIS. INTEGRITY: JESSICA HARRIS. HONESTY: JESSICA HARRIS. TRANSPARENCY: JESSICA HARRIS. ACCOUNTABILITY: JESSICA HARRIS. RESPONSIBILITY: JESSICA HARRIS. RESPECT: JESSICA HARRIS. EMPATHY: JESSICA HARRIS. COMPASSION: JESSICA HARRIS. KINDNESS: JESSICA HARRIS. PATIENCE: JESSICA HARRIS. HUMILITY: JESSICA HARRIS. GRACE: JESSICA HARRIS. COURAGE: JESSICA HARRIS. BRAVERY: JESSICA HARRIS. STRENGTH: JESSICA HARRIS. RESILIENCE: JESSICA HARRIS. PERSEVERANCE: JESSICA HARRIS. DETERMINATION: JESSICA HARRIS. COMMITMENT: JESSICA HARRIS. DEDICATION: JESSICA HARRIS. PASSION: JESSICA HARRIS. ENTHUSIASM: JESSICA HARRIS. JOY: JESSICA HARRIS. LOVE: JESSICA HARRIS. HOPE: JESSICA HARRIS. FAITH: JESSICA HARRIS. TRUST: JESSICA HARRIS. BELIEF: JESSICA HARRIS. CONFIDENCE: JESSICA HARRIS. RESPECT: JESSICA HARRIS. EMPATHY: JESSICA HARRIS. COMPASSION: JESSICA HARRIS. KINDNESS: JESSICA HARRIS. PATIENCE: JESSICA HARRIS. HUMILITY: JESSICA HARRIS. GRACE: JESSICA HARRIS. COURAGE: JESSICA HARRIS. BRAVERY: JESSICA HARRIS. STRENGTH: JESSICA HARRIS. RESILIENCE: JESSICA HARRIS. PERSEVERANCE: JESSICA HARRIS. DETERMINATION: JESSICA HARRIS. COMMITMENT: JESSICA HARRIS. DEDICATION: JESSICA HARRIS. PASSION: JESSICA HARRIS. ENTHUSIASM: JESSICA HARRIS. JOY: JESSICA HARRIS. LOVE: JESSICA HARRIS. HOPE: JESSICA HARRIS. FAITH: JESSICA HARRIS. TRUST: JESSICA HARRIS. BELIEF: JESSICA HARRIS. CONFIDENCE: JESSICA HARRIS.



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### *Barneys fall 2016 campaign*

"We are thrilled to have Marina join the team, lending a fresh outlook and discerning editorial eye," said Ms. Sunwoo in a statement. "Marina shares our enthusiasm for discovering new designers and dedication to nurturing emerging talent, which falls directly in line with the Barneys DNA."

Ms. Larroud succeeds Tomoko Ogura. After 12 years as Barneys fashion director, Ms. Ogura left the retailer in June to join fashion label Vince as vice president and brand director.

Barneys' executive stable as seen a few updates recently.

In November, Barneys promoted Josh Lieberman to executive vice president of digital, looking to leverage his ecommerce expertise to further develop its omnichannel customer experience.

Mr. Lieberman was most recently senior vice president of digital marketing, as he worked behind-the-scenes to increase the speed and functionality of Barneys' digital shopping platforms. He replaced Matthew Woolsey, who recently joined Net-A-Porter as managing director ([see story](#)).