

RETAIL

Barneys swaps hand-picked gifts with fashion, entertainment influencers

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Barneys' creative ambassador-at-large Simon Doonan

By STAFF REPORTS

Retailer Barneys New York captured the anticipation and joy of giving and receiving a great gift through a stylish version of Secret Santa.

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For #BarneysUnwrapped, the retailer turned to its fashion and entertainment friends to hold a gift swap, a holiday tradition that for some is full of anxiety as they determine a gift for a hard-to-shop-for loved one or peer. From Dec. 15 through Dec. 22, the retailer will share #BarneysUnwrapped videos on its Instagram account.

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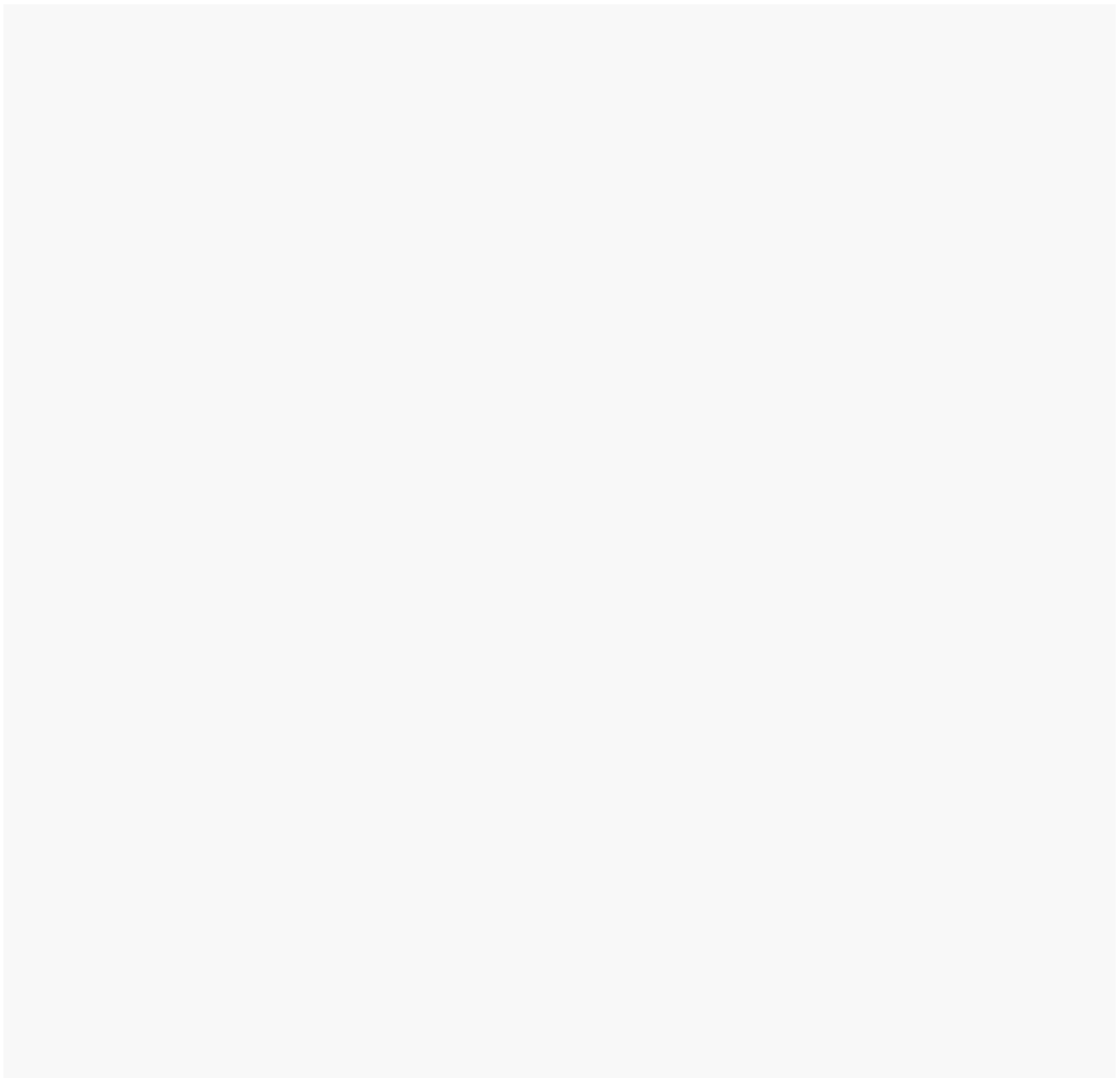
Barneys' stylish Secret Santa had each influence choose another person in the group at random. After each participant made a selection, they had to visit Barneys to hand-pick a special gift for their recipient.

Giftees include supermodel Ashley Graham, who gave a gift to DJ Mia Moretti and Man Repeller's Leandra Medine gifting Phoebe Robinson of Two Dope Queens, among others.

In the videos posted to Instagram, viewers see familiar faces and emerging talents light up with joy as they receive their gift. By choosing goods sold by Barneys, the game of Secret Santa acts as a subtle guide to gifting.

The videos begin with Barneys' creative ambassador-at-large Simon Doonan announcing #BarneysUnwrapped and his gift for Ms. Graham. In her video, Ms. Graham is shown unwrapping box after box before finally getting earrings by Tilda Biehn and another pair by Jennifer Fisher.

In each subsequent video, the giftee opens a present from the gifter who appeared in the prior unwrapping video. Gifts revealed as of press time include Gianvito Rossi boots, Christian Louboutin slip-ons, a Gucci sweater and a Warm NY dress.



DJ @miamoretti gifted performance artist and NYC nightlife icon @muffinheadnyc a dazzling pair of @louboutinworld slip-ons. Find out who Muffinhead is gifting tomorrow! Give us your best guess below. Video by @davyintl #BNYsponsor

A video posted by Barneys New York (@barneysny) on Dec 13, 2016 at 3:35pm PST

As a whole, Barneys 2016 holiday campaign offers an antidote to the turbulent geopolitical climate around the world.

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 ([see story](#)).

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