

RETAIL

Barneys gets consumers red carpet-ready ahead of Oscars

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Barneys' Bungalow at its Beverly Hills store

By STAFF REPORTS

Department store chain Barneys New York is putting its styling services front and center with a shop-in-shop dedicated to Hollywood's main event.

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While many stars have stylists to help them coordinate their look for the night, many attendees will be left to their own devices. The retailer is stepping in with its Barneys Bungalow at its Beverly Hills, CA store stocked with evening wear and accessories.

Star style

This is Barneys' fourth annual Bungalow at its Beverly Hills store. Prior to its in-store display, the retailer hosted a mini shop at Dorchester Collection's The Beverly Hills Hotel and Bugalows ([see story](#)).

Open daily now through Feb. 26, the day of the ceremony, the suite on the store's second floor has curated a selection of dresses, tuxedos, jewelry and shoes for the night. Designers featured include Christian Louboutin, Manolo Blahnik, J. Mendel and Delvaux.



Inside Barneys Bunglaow

Barneys' edit is intended for nominees, attendees and those attending the after parties, with statement-making designs.

Consumers who prefer to browse themselves can shop a selection of red carpet attire on Barneys' ecommerce site, while those who favor a more guided experience can schedule a personal shopping consultation with one of its style experts.

Department store chain Nordstrom ensured it had ample visibility and accessibility at the 70th Tony Awards.

In addition to styling the nominees and presenters, Nordstrom made accessories available online as the performers are seen wearing them.

Leading up to the event, public relations firm KCD's office host a suite where nominees and presenters were free to try on the clothing and accessories of designers the retailer carries, although the direct-to-consumer online channel was limited to accessories ([see story](#)).

To help stylists and stars prep for the Oscars last year, Jimmy Choo similarly set up a suite of shoes and handbags, including some from its upcoming Memento collection celebrating 20 years on the red carpet ([see story](#)).