

RETAIL

## Barneys sees more executive changes as creative director exits

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Barneys' "Our Town" campaign

By STAFF REPORTS

Department store chain Barneys New York's executive vice president and creative director Dennis Freedman has stepped down from his position.

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According to Women's Wear Daily, Mr. Freedman ended his six-year tenure with the retailer to pursue other opportunities. During his time at Barneys, Mr. Freedman oversaw the retailer's advertising campaigns and store window displays, among other projects.

Moving on

Mr. Freedman was the founding creative director of W magazine. After spending more than 20 years at W, he joined Barneys as its creative director in 2011, replacing Simon Doonan, who was promoted to creative ambassador-at-large.

As creative director, Mr. Freedman was tasked with overseeing the retailer's imagery, store design and visual merchandising, as well as curating Barneys' window displays.

During his tenure, Mr. Freedman tapped collaborators for window displays that included Disney, pop artist Lady Gaga, filmmaker Baz Luhrmann and artists such as Margaret Lee and Alex Katz. The retailer has also turned its windows into a freezer and an art gallery on different occasions ([see story](#)).



*Alex Katz's windows for Barneys*

Mr. Freedman also creative directed a number of progressive campaigns, such as the Bruce Weber photography series "Brothers, Sisters, Sons and Daughters," featuring 17 transgender individuals ([see story](#)).

In addition to his window projects, Mr. Freedman oversaw the store design for Barneys' Chelsea flagship, which opened in New York in 2016.



*Barneys Chelsea flagship store*

While Mr. Freedman has officially left, he is curating a project launching in May that will combine designs from Comme des Garons' Rei Kawakubo and sculptures by Louise Bourgeois.

Barneys has seen a number of changes in its executive roles in recent months.

Mark Lee, who had been CEO since 2010, has become Barneys' executive chairman. Filling the now open position, former chief operating officer Daniella Vitale has been named the retailer's new CEO ([see story](#)).

The retailer also named a new fashion director in December, adding former Teen Vogue fashion and accessories director Marina Larroud to its team ([see story](#)).