

RETAIL

Barneys makes purchases more personal through customization celebration

April 21, 2017



During Barneys' Exclusively Yours, Royce will be embossing leather goods

By STAFF REPORTS

Department store chain Barneys New York is appealing to consumers' desire for individuality with a customization event at its Madison Avenue flagship.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

On Saturday, April 22, the retailer is bringing together a host of brands for "Exclusively Yours," an event that offers complimentary personalization in the form of patches, painting, embroidery and embossing. With shoppers willing to pay up to 150 percent more for a customized item ([see story](#)), Barneys' event gives customers added incentive to buy.

Finishing touches

During the four-hour event, consumers can request custom artwork or lettering for their purchases from a range of artisans.

Fashion illustrator Meagan Morrison will be on-hand to paint art on shoppers' leather bags and accessories. Daren Chambers, the designer behind newly picked up Barneys label Resurrect by Night, will also be offering hand-painting.

Art of Your Mind, a design company that has coordinated with companies such as Home Depot and Macerich on marketing campaigns, will be offering airbrushing services.



Shoppers will be able to embroider denim pieces

New York-based leather goods label Royce is also participating in Exclusively Yours, embossing items such as handbags, footwear and wallets.

Other brands involved in the event include Fiorucci, J Brand, Acne Studios, Frame and 10 Crosby Derek Lam.

Barneys' Exclusively Yours will run from 2-6 p.m. Along with customization options, the retailer is staging beauty activations.

Digital has democratized customization, making bespoke services that were once reserved for only the top clients of the large brands accessible to more labels and consumers.

Via ecommerce platforms, consumers can now play designer, as brands enable them to select everything from embellishments, such as monograms, to the color and fabrication of the fashion item itself. Fashionbi's "Personalization In Fashion" report delves into the rise of the personalization trend and customization's role as a luxury brand differentiator ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.