

APPAREL AND ACCESSORIES

Anya Hindmarch unveils Build a Bag customization space at Barneys

May 15, 2017



Barneys' Build a Bag concept space on Madison Avenue

By STAFF REPORTS

British accessories label Anya Hindmarch is launching its own concept customization space at department store Barneys New York's Madison Avenue location as well as online.

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The space will allow customers to create and customize an Anya Hindmarch handbag style in the store or through a digital platform. The move is an extension of Anya Hindmarch's long-standing love of adding pins, patches, stickers and other accessories to its bags by letting customers choose and apply their own custom options to a bag in-store.

Personalized options

Anya Hindmarch's concept space at Barneys Madison Avenue will be called Build a Bag, a cheeky possible allusion to the popular Build-a-Bear toy stores for children.

The label is known for her humorous and mischievous designs and personality. Anya Hindmarch and Barneys are attempting to translate some of the label's trademark humor and quirkiness into designs that empower customers to make their own fun additions to the bags.

Anya Hindmarch's Build a Bag process is the same for both in-store and online ordering: customers first pick one of two sizes for a bucket bag as well as color. Then, consumers can add straps, patches, ribbons or charms.



Some of the custom options available to customers

Customers can purchase and walk out with the bags immediately with no waiting necessary.

Build a Bag was inspired by a friend of Ms. Hindmarch's who used old charms from her grandfather's watch to decorate a handbag.

This is not Barneys first dalliance with customization. The department store hosted an event last month that featured a number of artists hand-customizing customers' products in-store.

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

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