

IN-STORE

Barneys, Daphne Guinness curate fashion exhibit for foot traffic

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By IVYTAN



Department store Barneys New York will partner with style icon

Daphne Guinness to present a fashion art performance in the windows of the retailer's flagship store in New York to drive foot traffic in time for The Met Gala.

New York-based Barneys and the Guinness brewery heiress will host a six-week presentation where select designer pieces from Ms. Guinness' private clothing collection will be put on display on the Madison Avenue store's windows for passersby to see.

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Commotion and attention from the display will most likely encourage more buyers to enter the store.

"This collaboration adds value to Barneys because they're able to associate a style icon's

personal experiences with their timeless brand,” said Dalia Strum, fashion expert and founder of CozyWallet.com, a Web site that offers visitors deals and giveaways for fashion and beauty accessories.

“As a collector of haute couture and an artist at heart, Ms. Guinness can truly connect with passionate lovers of fashion,” Ms. Strum said.

Ms. Strum is not affiliated with Barneys. She agreed to comment on this article as a third-party source.

Window of opportunity

The window event will also feature the wardrobe items of late style icon and British editor Isabella Blow, a muse and friend of the fashion designer Alexander McQueen, who took his life last year.

This will be the first time that the Blow archives are publicly showcased since Ms. Guinness purchased her friend’s collection to preserve a legacy.

The Blow collection includes some pieces from her friend, renowned milliner Philip Treacy.

The event will begin on May 2 and will also feature Ms. Guinness dressing to prepare for the Gala that night.

Barneys is a New York-based retail venue that totes designer clothing and accessories from brands such as Chloe, Balenciaga, Bottega Veneta and Diane von Furstenberg, as well as its own namesake line.



Barney's window on Madison Avenue, New York

The Barneys-Guinness collaboration will exhibit 26 different ensembles from Ms. Guinness’ fashion archives. Ten of the looks were created by McQueen.

The event arrives just in time for the opening of the "Alexander McQueen: Savage Beauty"

exhibit at the Costume Institute of the Metropolitan Museum of Art.

The Guinness collection will include pieces from Haider Ackermann, Balmain, Chanel, Oscar de la Renta, Hauliuetrige, David Koma, Hogan McLaughlin, Rick Owens, Gareth Pugh, L'Wren Scott and Three As Four.

The event will also display vintage pieces and designs by Ms. Guinness herself.

To ensure that they reach as many viewers as possible, Barneys will project Ms. Guinness' appearance on the store's façade as well as provide live-streamed videos on the company's content Web site, [The Window](#).

When potential consumers walk by the Barneys store on Madison Avenue and see the video projection, they will be more likely to enter the store.

"As Guinness will be getting ready for the annual gala, which benefits the Costume Institute, Barney's has created an experience of live art in their window," Ms. Strum said.

"Other retail establishments have been known for their amazing window displays," she said. "This is an opportunity for Barneys to establish a disruptive edge."



Daphne Guinness, heiress to the Guinness family and fashion icon

Star power

By collaborating with Ms. Guinness, Barneys will no doubt attract luxury consumers who are shopping in the streets of uptown Manhattan right before the Met Gala and the Alexander McQueen costume exhibit.

As an heiress to a popular brand and renowned style icon, Ms. Guinness is the perfect combination of star power, grace and distinction – qualities that will appeal to the typical Barneys shopper. At least, that seems to be Barneys' assumption.

The retailer's content site, The Window, has a clean layout with lots of white space and calls out to visitors with an elegant typeface. As such, The Window is a suitable complement to the in-store experience – a great way of giving the sophisticated online shopper a more well-rounded experience.

The Window offers luxury consumers fashion news as well as feedback and perspectives from industry leaders about the upcoming Royal Wedding.

In the past, luxury brand retailers have used stars who are respected in the industry to drive in-store traffic. Bergdorf Goodman frequently uses this method to reach its consumers.

"Fashion isn't a matter of money," Ms. Strum said.

"It's a matter of taste along with each association to people and experiences," she said.

Final Take

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