

RETAIL

Barneys, Calvin Klein collaborate on joint window displays for Raf Simons' debut

September 7, 2017



Barneys collaborating with neighboring Calvin Klein on its window displays. Image credit: Barneys

By STAFF REPORTS

Retailer Barneys New York is celebrating designer Raf Simons' first collection for U.S. fashion label Calvin Klein with a city block-long window display.

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

Barneys' Madison Avenue department store neighbors Calvin Klein's boutique, and for the first time, the monobrand retailer will extend its window displays outside its own footprint. Mr. Simons' debut at Calvin Klein has generated a lot of buzz since the designer left Dior in 2015 after less than four years at the French atelier ([see story](#)).

An invisible world

The Belgian designer's first collection for Calvin Klein was presented in an advertising campaign that broke in July.

Previously known as Calvin Klein Collection, the high-fashion label was rebranded to Calvin Klein 205W39NYC when the Belgian designer took over. After Mr. Simons made the move to the U.S. for the job, his first show for the brand presented during the fall/winter 2017 season was an homage to his new home, and the corresponding campaign continues this concept ([see story](#)).



Image from Calvin Klein 205W39NYC fall 2017 campaign. Image courtesy of Calvin Klein

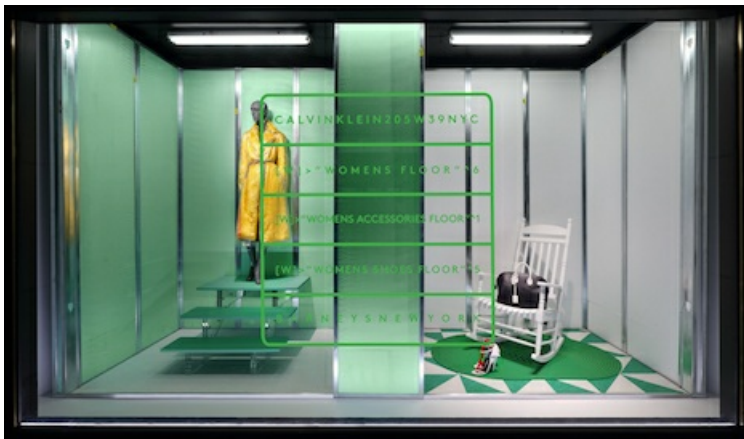
Now that the collection is available for purchase, Barneys' creative director Matt Mazzucca and Mr. Simons collaborated to create a visual dialogue for the Belgian designer's American theme.

"I am proud and excited about the simultaneous unveiling of the Calvin Klein 205W39NYC fall 2017 creative concept in the Barneys New York and Calvin Klein Madison Avenue store windows this month," Mr. Simons said in a statement.

"This collaboration marks a special moment for me in the midst of New York Fashion Week and the fall season, and I would like to thank Barneys for their creative partnership, thoughtful collaboration and support of my debut collection for Calvin Klein."

Featured in the window panes, at Barneys and next door at Calvin Klein, are "interpretations of traditional American archetypes," including cowboys, the marching band and a suburban home.

Each display, stretching from 60th to 61st Street along Madison Avenue, also features motion activations. For example, cowboy boots tap on their own, there is a self-playing snare drum and a rocking chair self-rocks.



Barneys windows include Calvin Klein mannequins, ready-to-wear and moving elements. Image credit: Barneys

To ensure cohesion across the two brands' windows, Barneys is also using Calvin Klein's mannequins rather than its own, a first for the department store.

"Raf Simons' first collection for Calvin Klein is an historic moment for the brand and for Barneys New York," said Mr. Mazzucca in a statement. "To celebrate, we collaborated on our adjacent Madison Avenue window displays for the first time ever.

"The concept combines the collection's interpretation of traditional American themes with modern, nontraditional materials and motion to create an invisible world," he said.

In addition to Barneys and Calvin Klein on Madison Avenue, the department store will also translate the display to its stores New York's Chelsea neighborhood, Beverly Hills, CA, Chicago and San Francisco.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.