

RETAIL

Barneys thinks inside the box with Birkenstock pop-up

September 12, 2017



Inside the Birkenstock x Barneys New York Box. Image credit: Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is taking footwear label Birkenstock to New York's streets with a temporary store designed to feel like an art installation.

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The pop-up Birkenstock x Barneys New York Box is parked on Gansevoort Street in the Meatpacking District, across the street from the Whitney Museum of American Art. The heritage cobbler, founded in 1774, has become a popular footwear choice for the fashion set, and this pop-up allows Barneys to become a main event during New York Fashion Week.

Feet first

Barneys' out-of-home pop-up's timing coincided with New York Fashion Week, with the temporary store open from Sept. 8-12.

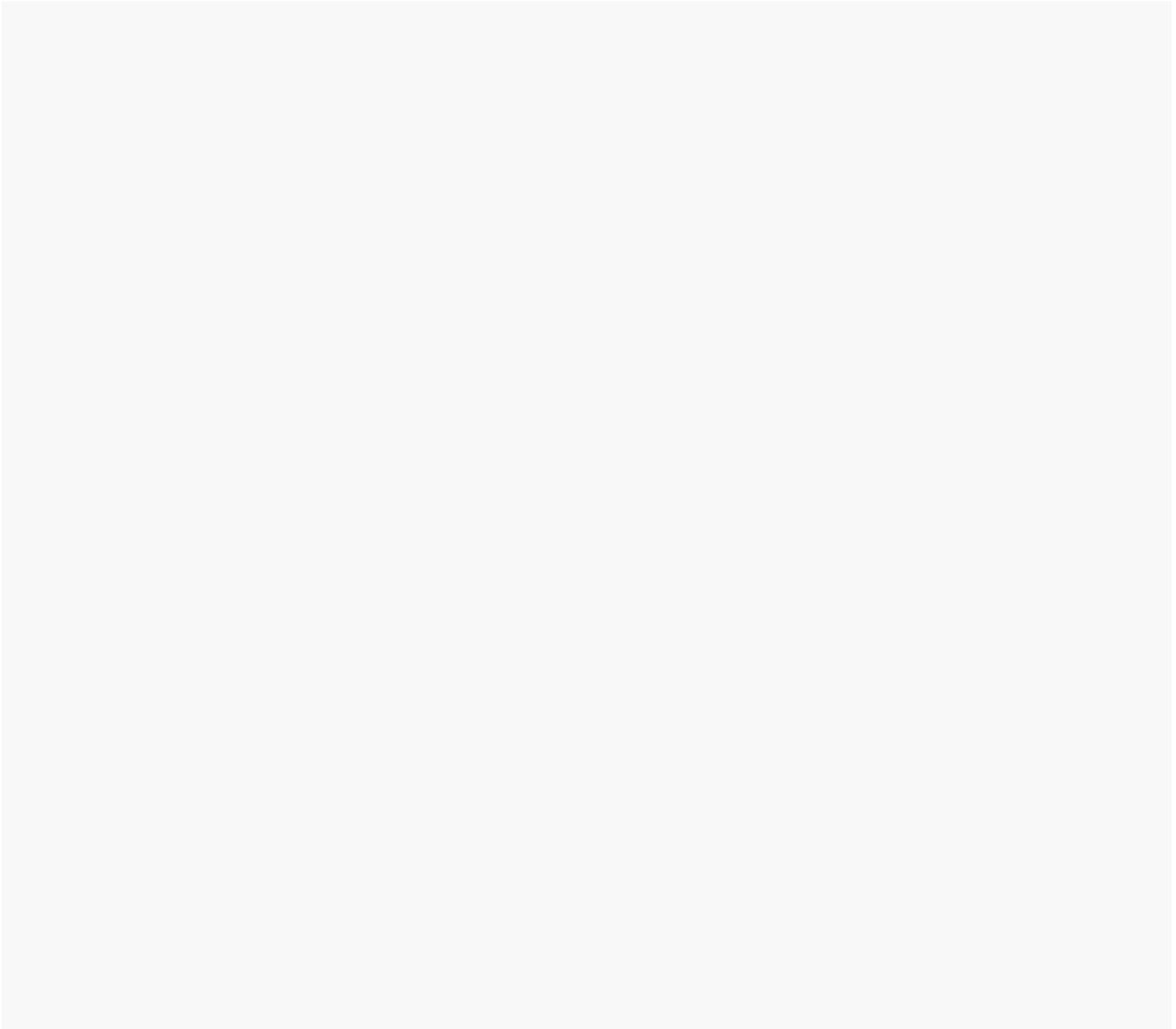
Visitors to the box are able to shop a selection of ready-to-wear, accessories and footwear in a space fashioned out of repurposed stacked shipping containers. The inside store design takes reference from elements seen on Birkenstock shoes, such as their buckles and straps.

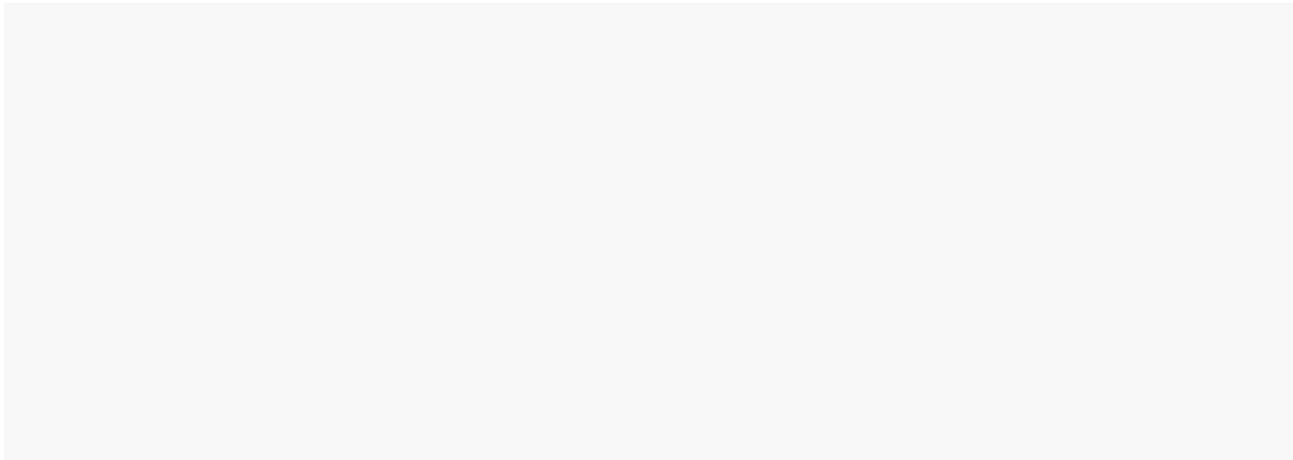


Exterior of Barneys' Birkenstock pop-up. Image credit: Barneys New York

"This partnership is about marrying the Barneys New York DNA with the Birkenstock brand to translate our visual languages into industrial architecture," Matthew Mazzucca, creative director of Barneys New York, in a statement. "We took the original Birkenstock shoe and deconstructed each component and emulated it throughout the space to form an engaging visual installation."

For the pop-up, Birkenstock created limited-edition, exclusive styles for Barneys, which were designed by fashion director Marina Larroud. The brand's two-strap Arizona slide has been embellished with colorful shearling on the footbed, while another has been given a trendy touch with a grey velour leather upper and blue shearling lining the footbed.





The #BirkenstockBox is now open at 90 Gansevoort Street! Come by today - Tuesday to walk through the installation and check out the exclusive Birkenstock x Barneys New York shoes and edit by our fashion office. @birkenstock x @barneysny

A post shared by Barneys New York (@barneysny) on Sep 8, 2017 at 9:56am PDT

The Meatpacking District has become a popular destination for luxury boutiques, both permanent and temporary. For instance, French leather goods maker Herms is bringing its pop-up laundromat to New York's Meatpacking District.

Launched in 2016, Herms' Hermsmatic celebrates the 80th anniversary of its signature silk scarves. The Hermsmatic pop-ups were originally placed in Strasbourg, Germany; Amsterdam; Munich and Kyoto, Japan before making their way to Dubai, United Arab Emirates earlier this year ([see story](#)).

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