

RETAIL

Barneys casts cool cats for fall 2017 menswear campaign

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Barney's Cat's Cradle includes men's fall 2017 fashion and guest stars cats, Linda and Rossi. Image credit: Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is highlighting the "cat's pajamas" of fall menswear in a designer photo series featuring two feline friends.

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Barney's fall photo series "Cat's Cradle" is featured on the retailer's social media account, The Window blog and the latest edition of its print magazine to showcase the most forward-thinking fall men's fashions from the likes of Prada, Calvin Klein and Dries Van Noten. Given the Internet's love of cat videos and memes, a high-fashion editorial featuring two Maine Coons is likely to garner attention for Barneys and its fall offerings.

Fall fashion and feline friends

Barneys Cat's Cradle series was photographed in one of New York's hidden gems, Washington Heights' Sylvan Terrace. Built in the 1880s, Sylvan Terrace includes 20 wooden row houses along a pedestrian-only cobblestone street.

The street was once the driveway to the Morris-Jumel Mansion, the oldest home in New York. Built in 1765, George Washington was stationed at the mansion while he planned his first successful battle of the Revolutionary War.



A model in full Thom Browne pushes a carriage with Linda and Rossi onboard. Image credit: Barneys New York

Using this historic New York location as a backdrop, Barneys captures fall 2017's most cutting-edge styles.

Dapper models are dressed in Thom Browne, Dries Van Noten, Calvin Klein, Craig Green, Raf Simons, Loewe, Balenciaga and Prada. The models are joined by two special guest stars, Linda and Rossi, two large Maine Coon cats.

Barneys has also shared a behind-the-scenes video showing the models' interactions with Linda and Rossi.

Behind-the-scenes with the cats of our fall men's campaign

Brands and retailers often work with consumers' furry companions for campaigns that tap into the "aw factor."

For example, department store chain Neiman Marcus's fall shoe and handbag campaign costars the latest fashions and a group of furry friends.

For its seasonal catalog, the retailer teamed up with photographer Elias Weiss Friedman, whose Instagram handle @TheDogist celebrates man's best friend. This lighthearted approach to catalog imagery incorporates high fashion into Mr. Friedman's style of canine shots ([see story](#)).