

RETAIL

## Barneys plans Bal Harbour Shops opening for 2023

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*Rendering of Barneys New York's Bal Harbour Shops store. Image courtesy of Bal Harbour Shops*

By STAFF REPORTS

Department store chain Barneys New York is opening its first store in Florida.

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The retailer has signed a long-term lease with Bal Harbour Shops for a 53,000-square-foot store, which will anchor the mall's upcoming expansion. This retail placement was years in the making, and shows the retailer's continued investment in bricks-and-mortar.

"No fewer than three generations of my family have worked in one capacity or another for nearly four decades to make this happen, so we could not be any happier if we tried about Barneys New York finally coming to Bal Harbour," said Matthew Whitman Lazenby, third generation leader of Bal Harbour Shops and president and CEO of Whitman Family Development, LLC, in a statement.

"Theirs has always been a unique and compelling perspective on fashion and on luxury - and through Freds, on food, too - and we know their point of view will resonate with our customer," he said. "We are proud and humbled to welcome Barneys New York into the Bal Harbour Shops family."

Sunshine state

Barneys' Bal Harbour Shops store will be part of the mall's \$400 million expansion plan, which will add 350,000 square feet.

The open air shopping center is currently planning upgrades to its dining options and retail space. While bricks-and-mortar retail has faced struggles lately, Bal Harbour Shops says its combination of tenants and international audience is poised to help it grow.

The shopping center also attracts luxury interest, with a waiting list of about 70 boutiques. Its expansion is expected to help it accommodate some of these interested retailers.



*Rendering of Bal Harbour Shops' Collins Plaza. Image courtesy of Bal Harbour Shops*

With this move, Barneys joins the mall's existing anchors Neiman Marcus and Saks Fifth Avenue, as well as boutiques from brands such as Saint Laurent, Dior, Chanel, Rolex and more.

Barneys' Bal Harbour store will include its branded restaurant Freds, which serves a mix of European-inspired and American fare. Mark Strausman, executive chef of Freds at Barneys New York, will be creating a menu specifically for the Florida store with locally-sourced ingredients.

"It's a milestone for Barneys New York to launch our first location in Florida at Bal Harbour Shops, which attracts the best clients from around the globe, who mirror today's Barneys clients," said Daniella Vitale, CEO and president of Barneys New York. "We're excited for Bal Harbour shoppers to experience Barneys New York's renowned approach to creating environments with exclusive, rare and highly-edited products coupled with luxury services, food and digital experiences."

Barneys has recently expanded its store footprint in its hometown. In 2016, the department store opened the doors to its new Chelsea location, ahead of the anticipated launch in 2017.

The 55,000-square-foot flagship in downtown Manhattan occupies one block, running along Seventh Avenue between 16th and 17th Streets. A kind of homecoming for the retailer, the store is situated on the same block where Barneys first opened in 1923 ([see story](#)).

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