

RETAIL

Barneys to open "24K" salon experience with Sally Hershberger

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Hair stylist Sally Hershberger is bringing her salon concept to Barneys. Image credit: Sally Hershberger

By STAFF REPORTS

Department store Barneys New York is upping its experiential touchpoints within its Madison Avenue flagship with the inclusion of a celebrity stylist's hair salon.

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Barneys has partnered with hairstylist Sally Hershberger, who counts actresses Michelle Pfeiffer and Meg Ryan as clients, to open a salon on the department store's ground floor. Retailers are increasingly using their physical locations to interact with consumers by offering an onslaught of services such as dining, fitness and wellness treatments.

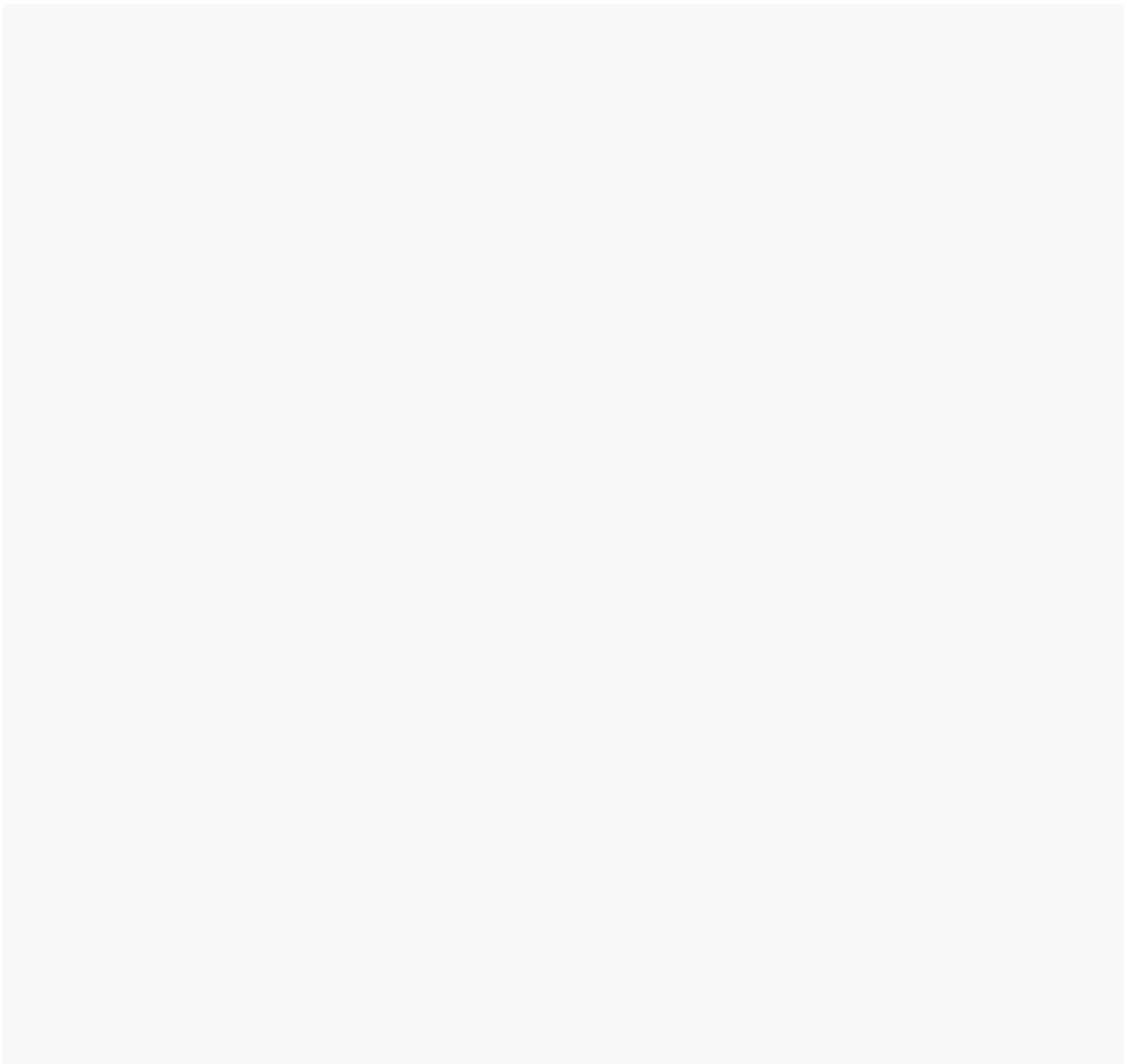
"Barneys New York visitors expect the very best in fashion and beauty," said Jennifer Miles, vice president, divisional merchandise manager of cosmetics at Barneys, in a statement. "With the opening of Sally Hershberger at Barneys New York, we are excited to bring Sally's renowned style and skill to create the very best salon experience."

Stylin' staff

Open for appointments beginning Feb. 14, Sally Hershberger at Barneys will be a full-service salon, including blowouts, styling, haircuts and color.

Ms. Hershberger's elite staff will bring to Barneys professional hair styling and an experience of editorial, runway and celebrity expertise to the everyday consumer. Barneys consumers may also request personal appointments with Ms. Hershberger.

Located on Barneys' ground floor, the Sally Hershberger salon will be nearby the retailer's extensive array of beauty and fragrance offerings. With the arrival of Ms. Hershberger's salon, Barneys will begin carrying the hairstylist's 24K hair care line, which also be used by staff.



#SallyHershberger24K Supreme Stylist #Voluminous Dry Shampoo The BEST to add #Texture and VOLUME
#HerbRitts #PattiSmith

A post shared by Sally Hershberger 24K (@sallyhershberger24k) on Jan 23, 2018 at 4:23pm PST

The salon's aesthetic will embody an "understated downtown cool" with a minimalist design and decorated with modern art. Partnering with Barneys marks the first time Ms. Hershberger has brought her salon concept to a retailer.

Currently, Ms. Hershberger operates three salons in New York and Los Angeles.

"As a longtime New Yorker, I'm thrilled to open my newest salon at the iconic Barneys New York Madison Avenue flagship," Ms. Hershberger said. "My staff and I can't wait to bring our expertise to the Barneys New York clientele."

Similarly, Neiman Marcus extended its in-store offerings at select locations with the addition of blowout hair salons.

The experiential addition came from a partnership with Hudson Blvd. Group (HBG), a holding company formed in 2015 that specializes in high-end beauty services, including DreamDry, a salon concept that offers on-the-go women convenient and personalized hair services. Co-founded by fashion stylist Rachel Zoe in 2015, DreamDry services include blowouts, express styling, braiding and signature hair styles that are updated seasonally ([see story](#)).