

RETAIL

Barneys modernizes content marketing through podcasting

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Barneys looks to podcasting for modernized approach. Image credit: Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is adding entertainment to its repertoire of offerings with a new endeavor.



Barneys will now be taking on podcasting with a new series dedicated to a sophisticated, yet lively discussion. Fashion, culture, style and design are all topics covered in "The Barneys Podcast," launching on May 2.

"Being at the center of the creative and fashion worlds, Barneys New York has so many stories to tell," said Daniella Vitale, CEO and president of Barneys New York, in a statement. "We are so excited to share these fun and thought-provoking conversations with some of the most interesting people in fashion, design, art and media."

Podcasts and retail

Members of the Barneys team will act as the in-house hosts for the series. These individuals are also known as authorities in each episode's subject matter.

For instance, Ms. Vitale will steer the first episode of the podcast, discussing the #MeToo movement and women's leadership. Her role as the host of this episode is fitting, considering the fact that she was the first female CEO of the retailer in all of its 95 years.

In the episode she is joined by activist Cleo Wade, who is also a known artist and poet.

Barneys' creative director Matthew Mazzucca will also talk with designer Rick Owens about his process and thoughts on today's fashion and style.

Simon Doonan, creative ambassador-at-large for Barneys, will speak with his husband, designer Jonathan Adler. They touch on interesting stories such as their first date and getting robbed in Peru at gunpoint, as well as Mr. Adler's creative process.

The retailer notes that hair stylist Sally Hershberger and Teen Vogue chief content officer Phillip Picardi will join on future episodes as well.

Trailer for "The Barneys Podcast"

Barneys' podcast follows a series of another unique pushes from the retailer that looks to new age entertainment and art.

For instance, the department store recently blended diversity, technology and art together in an immersive storytelling experience that brings the retailer closer to consumers.

"Mantle," a virtual reality video experience, features a diverse group of dancers from the Martha Graham Dance Company who range in age up to 80 years old. The 360-degree film was featured at select Barneys stores on Samsung Oculus headsets to make a lasting impression on shoppers, which is a vital component to in-store marketing today ([see more](#)).

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