

RETAIL

Barneys puts spotlight on Thom Browne in interactive takeover

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Thom Browne is hosting a takeover at Barneys New York. Image credit: Barneys

By STAFF REPORTS

Department store chain Barneys New York is paying homage to local label Thom Browne through a multichannel initiative.

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The month-long takeover spans in-store activations and digital content, allowing both bricks-and-mortar and ecommerce shoppers to get in on the action. Kicking off around New York Fashion Week on Sept. 5, this storewide event includes both retail and experiential elements to engage consumers.

To the dogs

The World of Thom Browne at Barneys New York includes a series of window displays at the Madison Avenue flagship. The experience continues inside the store, with displays of archival pieces on the first level.

Up on the fourth floor, consumers can interact with installations or shop personalized and made-to-measure apparel. This marks the first time that Thom Browne's tailors have been available beyond the brand's own stores.

A bespoke experience will also debut at Barneys in Beverly Hills in October.

Showing a digital focus, the experience also includes a short film. Titled "Anatomy of a Suit," the film features a college professor character outfitted in one of Thom Browne's dog masks.

Thom Browne and Barneys' Anatomy Of A Suit

On the fourth floor of Barneys, a screening area set up for the event will broadcast the film.

Meanwhile, a Self Portrait Project will enable consumers to take hands-free photos of themselves in situations that resemble the Anatomy of a Suit film or a moment from the brand's fall/winter 2018 runway show.

Taking the experience beyond fashion, Freds at Barneys' Chelsea flagship will be serving up a specially created burger in honor of Thom Browne. This menu item comes with fries and three condiments in red, white and blue, the hues of the brand's ribbon detailing.

"To be able to embrace an American designer with a strong perspective and outward view is very important to Barneys," said Matthew Mazzucca, creative director at Barneys New York, in a statement. "We worked together to channel Thom Browne's amazing attention to detail and core brand DNA and translate them across all of our channels to create an unparalleled experience."

This takeover comes as Thom Browne comes under new ownership.

Italian fashion group Ermenegildo Zegna has acquired a majority stake in fashion brand Thom Browne for half a billion dollars.

The company will now have control over Thom Browne, whose remaining shares will be operated solely by the namesake designer himself. Zegna has bought 85 percent of the brand's shares for an enterprise valuation of approximately \$500 million, said the brand in a statement the morning of Aug. 28 ([see story](#)).

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