

FRAGRANCE AND PERSONAL CARE

Barneys elevates beauty brands with rotating pop-up

October 9, 2018



Sio is the first brand to be featured in Barneys pop-up. Image credit: Sio

By STAFF REPORTS

Department store Barneys is the latest retailer to adopt a new strategy for the beauty industry with a special rotating pop-up, as specialty retail continues to shift traditions.

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At its Madison Avenue flagship, there will be a pop-up series dedicated to beauty. Beginning with skincare brand Sio, the pop-up will feature a variety of brands for extended periods of time.

Barneys and beauty

Starting this week, the pop-up series will run until December featuring different brands.

Sio takes up the space starting Oct. 8, featuring its wrinkle smoothing silicone patches and a personal appearance by makeup artist Carmindy.

Following Sio, the brand Iluvo will feature British-made fragrances and candles from Oct. 22 to Nov. 4. Loli, Lab to Beauty, Soohyan, Epara and Ded are other brands that make up the schedule until Dec. 5.

[View this post on Instagram](#)

You'll love the way your skin feels after you use the Green Cure Mask #beauty #cbd #cbdoil #greenbeauty #natural #plant #potency #nongmo #thcfree #balancing #highperformance #skincare #lab #mask #matcha #greenclay #detox

A post shared by labtobeauty (@labtobeauty) on Oct 9, 2018 at 6:40am PDT

Instagram post from Lab to Beauty

In addition to the beauty pop-up, the department store is also focusing on men's grooming by offering space for brands within the men's main floor.

Austrian grooming products manufacturer Sa.al & Co is the first to be featured, starting Oct. 8 to 28, followed by Bolin & Webb, Menaji and The Grey.

"Barneys New York customers are always looking for the latest in beauty and skincare," said Jennifer Miles, vice president of divisional merchandise manager of cosmetics at Barneys New York, in a statement. "The beauty pop-up series at our Madison Avenue flagship give us the opportunity to showcase the newest up-and-coming brands and constantly satisfy the curiosity of our customers."

Department store Saks Fifth Avenue has also revamped its approach to the beauty category by investing in experiential retail.

Per *WWD*, Saks announced plans to relocate its beauty and fragrance department from the ground floor of its flagship location to the second story. Unveiled in May, Saks' "Beauty 2.0" is not just a physical relocation of the beauty department, but a restructuring of how the retailer sells personal care and interacts with consumers ([see story](#)).

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