

HOME FURNISHINGS

Barneys creates a home destination within its own home

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Magniberg is one of the new brands joining Barneys new home department. Image credit: Barneys

By STAFF REPORTS

Department store chain Barneys New York is opening its recent renovation at its New York flagship on Madison Avenue that revamps the home and kids floor.

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To celebrate the launch, Barneys is featuring an open house with home and kids artisans and activations. The event will include a collaboration with interior designer Ryan Korban to celebrate the debut of the remodeled ninth floor.

Barneys home

As so many department stores look to revamp their strategies, their bricks-and-mortar tactics and the spaces themselves are changing.

Barneys is the latest to update a floor in hopes to better capture the new audience.

Previously named Chelsea Passage, Barneys' floor will feature new home furnishing brands and an enhanced children's apparel and footwear section.

New home brands include Swedish luxury bedding brand Magniberg and Italian linens and bath towel label Somma. Barneys is also introducing brands ATM Anthony Thomas Melillo, Moncler and Neil Barrett to the kids section.

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Kicking off #SeoulFashionWeek with this stylish mini duo. Stay tuned to our IG and IG Stories as we cover the emerging designer talent and refreshing street-style of Seoul. Photographed by @emilymalan

A post shared by Barneys New York (@barneysny) on Oct 16, 2018 at 5:24am PDT

Instagram post from Barneys New York

The new floor will also host a special pop-up featuring the retailer's Radical Designs brands such as Gufram, Zanotta and Laboratorio Pesaro.

Barneys' ninth floor open house will take place on Oct. 20 from 1 p.m. to 5 p.m. with designers, artisans and vendors, activations and customization experiences including kids' manicures and food tastings.

Ryan Korban will also design a pop-up installation on the floor, previewing his new line and other dcor, accessories and items from Barneys' home collection. In addition, Barneys will host a special private event at the designer's home on Nov. 6.

"We are so excited for our customers to experience the new Barneys Home and Barneys Kids," said Tom Kalendarian, executive vice president and general merchandise manager of men's, children's and home at Barneys New York, in a statement. "With new categories and offerings, our redesigned Madison Avenue space, and innovative events and collaborations, Barneys New York will always have something new to satisfy both design enthusiasts and stylish kids."

In another effort to embrace the new strategy of retail, Barneys was 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.

At its Madison Avenue flagship, there is a pop-up series dedicated to beauty. Beginning with skincare brand Sio, the pop-up features a variety of brands for extended periods of time ([see story](#)).