

APPAREL AND ACCESSORIES

## Barneys captures fashion sensibilities in friendship-themed film

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*Stef Mitchell for Barneys New York. Image credit: Barneys*

By SARAH RAMIREZ

Department store chain Barneys New York is putting youth culture under the microscope in a fall fashion-themed vignette.

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Set in upstate New York and filmed by photographer Stef Mitchell, the video features a diverse group of young models who wear designs by Marine Serre, Willy Chavarria, Katherine Hamnet London and others. Since the apparel reflects different aesthetics shoppers can search for at the retailer, the short film's theme had to be more universal.

What's next

In the beginning, sounds of nature accompany a voiceover of one of the young adults, describing the highs and lows of early romances and complicated friendships. The film's color palette is muted but remains ethereal.

One teenager, wearing an oversized flannel coat, wanders through fields before meeting a large group picnicking around wooded tables and a playground area. At one point, a title card flashes the words "Am I next?" in a script resembling handwriting.

*Stef Mitchell's new film for Barneys was inspired by "American Graffiti"*

The voiceover pauses in favor of snippets of everyone's conversations while they eat ice cream on wool blankets. Some are wrapped in bright, cozy sweaters while others wear T-shirts and jackets.

As dusk continues to fall, the cast climbs into vintage Chevrolet Camaros and speed away. The score becomes an edge more ominous instead of light.



*Still shoots accompany the vignette. Image credit: Barneys*

By nighttime, they arrive at a drive-in movie theater. As the second Camaro pulls up beside the overcrowded blue car, the group exchanges looks and the words "Am I next?" flash onscreen one last time.

The recurring "Am I next?" remains ambiguous it could mean love, danger, feelings or a myriad of other experiences young adults face each generation.

Taken as a whole, Ms. Mitchell's film touches on the light and the dark sides of adolescence timeless themes illustrated with young models wearing up-to-the-minute fashions.

Friendship stories

Barneys often prides itself on taking an inclusive, diverse approach to retail, using creative campaigns to communicate its values.

The retailer's foundation explored the meaning of Pride through the personal stories of LGBT individuals and allies. Barneys' #WhatPrideMeanToMe campaign spanned window displays, a short film, a social media initiative and a podcast episode that focus on building a conversation around Pride Month ([see story](#)).

Other luxury fashion brands are also capitalizing on the importance of friendships and exploring boundaries to younger shoppers.

French fashion house Christian Dior is celebrating sisterhood and rebellion in an effort focused on female freedom.

The brand's fall/winter 2018 campaign centers on the short film, "A Story of Women," which follows a group of young women in Paris. Instead of following a narrative, nonlinear vignettes capture moments of friendship, drama and mystery ([see story](#)).

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