

RETAIL

## Barneys gives double meaning to the term “make change”

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Exterior of Barneys New York flagship. Image credit: Barneys

By BRIELLE JAEKEL

Department store chain Barneys New York is taking the opportunity during the holidays to not only delight with in-store and digital experiences, but to inspire charity.

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"Make Change" is Barneys 2019 holiday campaign made in partnership with humanitarian organization Save the Children, pushing the notion that small changes can have a big impact. The department store's window displays will feature real coins in addition to installations within the stores that will be given as a donation to Save the Children.

"With Make Change, Barneys New York is providing a new take on holiday for 2018, putting philanthropy at the center through our partnership with Save the Children," said Tomm Miller, executive vice president of marketing and communications at **Barneys New York**. "Giving back has always been an important part of the Barneys New York DNA, and education is one of the pillars of our Barneys New York Foundation.

"With Make Change, we are working with Save the Children to support the 14 million children living in poverty in the U.S. today through its early education programs," he said.

Save the Children

Working with Jennifer Garner, Barneys is issuing a call for help with Save the Children, explaining that early education can help provide proper resources for children for their future.

Save the Children provides training tools for teachers as well as books and special literacy and math programs for children.

*Barneys' PSA with Jennifer Garner*

The retailer is encouraging social media users to share with the hashtag #centiments and tag the official Barneys account. For each post, the retailer's foundation will donate \$5 to Save the Children until Jan. 1.

Barneys' elaborate window displays were unveiled on Nov. 15, featuring the messages "Make Change" and "Change Matters" against a wall of pennies, made with real coins.

A mirror infinity room at its Madison Avenue flagship creates the illusion of the bottom of a wishing well. An interactive lounge is situated nearby with a Self Portrait Project that encourages social sharing with the ability to take hands-free photos.

### *Barneys looks to help for the holiday*

Each installation throughout Barneys' stores will encourage shoppers to donate to Save the Children.

### Barneys impact

The department store is often looking to charity and social initiatives to make a positive impact.

Barneys New York's foundation also recently explored the meaning of Pride through the personal stories of LGBT individuals and allies.

The retailer's #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. Barneys often prides itself on taking an inclusive, diverse approach to retail, using creative campaigns to communicate its values ([see story](#)).

For last year's holiday campaign, the retailer went all out with an extensive collaboration with artists Simon and Nikolai Haas that included a full redesign of its flagship store and an accompanying social giving campaign.

The collaboration, headed by the Haas brothers and Barneys creative director Matthew Mazzucca, was inspired by the idea of modeling the store throughout the ages, spanning from prehistory to the future. Barneys' redesign marked the first big United States-based holiday retail event of the season ([see story](#)).

"For this year's holiday campaign, we took a new approach to developing the concept, starting with the philanthropic component at the core," Mr. Miller said. "Rather than starting with an artist or collaborator, we built the campaign around the Barneys New York Foundation and Save the Children first.

"From there, the campaign and visual elements drive the message that even small change can have a big impact, all starting with a coin," he said. "This strong philanthropic message is threaded through all elements of the campaign from the window displays, to in-store activations, to our #centiments social giving campaign."