

RETAIL

Barneys brings Los Angeles tea shop to East Coast

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Alfred Tea has popped up at Barneys. Image credit: Barneys

By STAFF REPORTS

Department store chain Barneys New York is creating an edible experience for shoppers at its Madison Avenue flagship store through a partnership with Alfred Tea.

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The Los Angeles-based beverage brand has opened up a temporary outpost at Barneys, offering tea, matcha and snacks to consumers during the holiday shopping season. This marks the first time Alfred Tea is opening a physical space on the East Coast, making it a Barneys exclusive.

To a tea

The tea room is decorated with a pink neon sign reading, "Tea, yes. You, maybe." This wall art is featured at all Alfred teashops.

Further translating the ambiance of permanent Alfred Tea locations at Barneys, the pop-up includes pink tiles, brass elements and a butcher-block counter.

Among items on the menu is a matcha in blue, made with almond milk, butterfly blossom, mint, lavender and vanilla.

Aside from the drinks and snacks, Alfred Tea is retailing merchandise. Products include mugs and hats reading "Alfred New York" in Barneys' logo font.

[View this post on Instagram](#)

M E R C H ! We created some exclusive merch for @barneysny only available at our pop-up at Barneys New York Madison Avenue! #barneysXalfredtea

A post shared by TEA (@alfredtea) on Dec 2, 2018 at 10:45am PST

Instagram post from Barneys New York

Alfred originally worked with the retailer on its the dropLA@Barneys event earlier this year, staging a tea bar ([see story](#)). In an interview on Barneys' content site The Window, Alfred Tea founder Josh Zad explained that after overwhelming response, they decided to team up again.

Opened Nov. 30, the pop-up will run through Dec. 23.

Along with sourcing the most of-the-moment fashion, Barneys has previously sought after foodies with special events.

In 2014, Barneys New York added hard-to-get Cronuts, or a cross between a croissant and a doughnut, to its merchandise at a charity event to drive in-store traffic to its then newly revamped former Co-op stores.

At Barneys' stores on the Upper West Side and Brooklyn in New York and The Grove in Los Angeles, consumers could buy an unmarked pastry box that might contain a Cronut or another type of baked good from Dominique Ansel, the baker behind the pastry craze. Even with the uncertainty of actually receiving a Cronut, Barneys sold out within minutes, with long lines of people waiting for the chance for the trendy food item ([see story](#)).