

APPAREL AND ACCESSORIES

## Burberry takes up space in Barneys for first Tisci collection

February 6, 2019



*Barneys works with Burberry for label's first collection under Tisci. Image credit: Burberry*

By BRIELLE JAEKEL

Department store chain Barneys New York is partnering with British fashion label Burberry for an interactive, omnichannel approach to a debut collection.

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After completely turning around its business model and branding, Burberry is promoting the launch of its recently appointed chief creative officer Riccardo Tisci's first collection throughout Barneys' store in New York. Barneys will be the first store in the United States offering the collection, and is using a multitude of offerings to capitalize on the exclusive partnership.

"Barneys New York is thrilled to be the first to launch Riccardo Tisci's debut collection for Burberry," said Daniella Vitale, CEO and president of [Barneys New York](#).

Barneys x Burberry

Burberry will take up residence in Barneys' windows at its Madison Avenue location for the launch of the spring/summer 2019 collection.



*Burberry takes up space in Barneys New York. Image credit: Burberry*

Beyond the windows, Burberry will have a presence within the Barneys store as the retailer is transforming its interior to represent themes from the British label's London store. The textures, color palette and look of Mr. Tisci's recently launched new vision for Burberry's flagship store will be translated within Barneys.

The partnership will extend throughout a variety of Barneys locations, including its Beverly Hills, CA store. Bespoke window displays will be a part of the campaign, as will experiential takeovers that will span floors.



*Burberry's windows in Barneys New York*

Elements of the partnership include pistachio-colored drapes along the Madison Avenue windows and on the women's floor and an homage to Shakespeare, which Mr. Tisci referenced in his new collection. The space features a graphic theatrical installation, which is a reference to Burberry's flagship London store's past history as a theater.

#### Burberry transformation

After a highly publicized start at the company and heralding a major rebrand, Burberry creative chief officer Mr. Tisci dropped his first advertising campaign with a multigenerational focus so deep it extends behind-the-scenes.

Starting from the inside out, the British fashion label has assembled a cast of both photographers and models who span generations and countries of origin. The goal was to shine a light on Burberry's ability to transverse between its

heritage and modern strategy, exhibiting that it is able to appeal to all people ([see story](#)).

The brand's transformation also extends to its retail formats.

Burberry is among the luxury labels to embrace the streetwear-inspired drop product release format with the debut of monthly collections.

The first collection for Burberry's B Series dropped on Oct. 17 through a 24-hour social media sale. As consumers constantly seek out newness, luxury brands are finding ways to deliver products outside of the traditional seasons ([see story](#)).

"We can't wait for our customers to be the first to experience the new era of Burberry, both in our stores and on Barneys.com later this month," Barneys' Ms. Vitale said.

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