

FRAGRANCE AND PERSONAL CARE

Barneys' upcoming High End concept shop exhibits cannabis' prolific nature

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Barneys' *The High End* shop in Beverly Hills. Image credit: Barneys

By BRIELLE JAEKEL

Department store chain Barneys New York has launched a niche shop in its Beverly Hills location focusing on cannabis-related products, signifying that the shift experts predicted has arrived.

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With the growth of CBD and hemp products, along with marijuana legalization in numerous regions of the United States, the entrance of cannabis in the luxury world is not a big surprise. Barneys is the first to open a luxury shop devoted to this segment, but a few of its contemporaries have adopted similar strategies.

“Barneys New York has always been at the forefront of shifts in culture and lifestyle, and cannabis is no exception,” said Daniella Vitale, CEO and president of **Barneys New York**. “Many of our customers have made cannabis a part of their lifestyle, and The High End caters to their needs with extraordinary products and service they experience in every facet of Barneys New York.”

The finest marijuana

Barneys has opened a store-within-a-store at its Beverly Hills location devoted to cannabis products, under the cheeky name “The High End.”

Since California has passed the legalization of marijuana, the store is not just focused on hemp-infused products, but features a variety of items devoted to smoking cannabis as well. The store will be stocked with products such as rolling papers, vaporizer pens and lighters in addition to wellness items.



Barneys new concept shop devoted to cannabis. Image credit: Barneys

To celebrate its launch, Barneys has teamed up with upscale cannabis company Beboe for exclusive products such as a limited-edition silver vape pen, a leather ashtray and gold rolling papers. There will also be custom-made blown glass pipes.

A range of jewelry and accessories will also be available in relation to marijuana, such as grinder necklaces and sterling silver pastille dispensers.

The shop will open next month. In addition to in-store availability, the numerous limited-editions will be sold online.



Beboe limited edition vape pen. Image credit: Beboe

Luxury consumers demand the finest goods and services, and cannabis is no exception.

A report from Emerging Insider released last April found that the majority of high-net-worth cannabis consumers would prefer to spend a large sum for high quality, luxury cannabis experiences. Whether that be in the form of rare strains of the plant or in custom, luxury equipment for consuming cannabis, 74 percent of consumers said they would spend \$300 or more on cannabis, and 30 percent said they would spend up to \$1,000 ([see story](#)).

Beauty and CBD

While Barneys is sticking its neck out to become a disrupter in this area, it is not the only department store to focus on cannabis.

The beauty industry is one sector that has pushed CBD products forward, and is integrating cannabis and marijuana into the wellness sectors.

More consumers have become infatuated with the believed benefits of CBD while also being more concerned with harmful chemicals they are ingesting or putting on their skin in the personal care department. This has allowed CBD to flourish in personal care, offering shoppers a less harmful alternative to products derived from non-organic sources.

For instance, department store chain Neiman Marcus is continuing its mission to advance in the beauty space, as it adopts a new ahead-of-the-crowd assortment likely to surprise beauty fans.

Neiman Marcus is now stocking its beauty shelves with high-end CBD products, also known as cannabis beauty products, hitting an emerging trend early on. The new offering is part of the department store's Trending Beauty

initiative, in the hopes of tapping into the potential of more unknown brands and products ([see story](#)).

"I'm so thrilled that cannabis culture has come so far that it can exist and feel perfectly at home in such a prestigious context as Barneys New York," said Scott Campbell, cofounder of [Beboe](#). "Barneys has never been shy about pushing creative boundaries in retail, and it makes perfect sense that they would be the first to support and elevate cannabis to new levels."

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