

RETAIL

Barneys looks inside its own bag for new campaign

March 4, 2019



Barneys New York OOH campaign. Image credit: Barneys

By STAFF REPORTS

Department store chain Barneys New York is highlighting what its brand means to consumers in a simple new campaign.

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Using just its own well-known black shopping bag, Barneys is sharing an out-of-home campaign in New York and Paris. In addition to the images, Barneys has spoken to a variety of individuals in the fashion world, having them explain what the iconic black bag means to them.

Barneys black bag

In a series of photographs throughout New York and Paris, Barneys showcases only its black shopping bag.

Barneys is also sharing thoughts from individuals throughout the fashion industry on its bag in an online campaign.

For instance *Harper's Bazaar* editor in chief Glenda Bailey said, "I've bought so many pieces at Barneys that spark joy and still make me feel good to this day. Anything found in a black bag is sure to be timely, yet timeless."

[View this post on Instagram](#)

Our latest campaign strips flashy seasonal trends and serves as a reminder of who we are forward-thinking destination for discovery, taste, and wit. See more now on #TheWindow and Barneys.com. #BarneysBag #DontPutUsInABox Photographed by: @chris.rhodes

A post shared by Barneys New York (@barneysny) on Mar 4, 2019 at 5:01am PST

Instagram post from Barneys New York

Barneys' own CEO Daniella Vitale said, "My first purchase at Barneys was a pair of black suede kitten heel sling-backs by Manolo Blahnik. I bought them for my engagement party 28 years ago, and I still have them. The black bag is so understated yet always signifies that the person carrying it is cool, tasteful, and a very fortunate shopper!"

In another unique campaign, the department store chain put youth culture under the microscope in a fall fashion-themed vignette.

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 ([see story](#)).

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