

RETAIL

Barneys to open only New Jersey location in American Dream complex

March 12, 2019



Barneys New York will open at American Dream this year.

By STAFF REPORTS

Department store chain Barneys New York is investing in future New Jersey mall American Dream for its only flagship in the state.

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Set to open later this year, American Dream will be located in the Meadowlands Complex and host luxury retailers such as Saks Fifth Avenue and Herms in addition to a variety of theme parks. Barneys' location in the complex will act as its New Jersey flagship, complete with its iconic Freds at Barneys restaurant.

Mall of American dreams

Barneys' store within American Dream will be 50,000 square feet and will be located within the complex's The Collection section, featuring high-end luxury retailers and brands.

"We are thrilled to open our newest Barneys New York location at American Dream, a truly one-of-a-kind experiential retail environment," said Daniella Vitale, CEO and president of Barneys New York, in a statement. "Barneys New York at American Dream will be a creative destination for modern luxury, entertainment and food.

"With our designer edit, unique activations and sophisticated dining at Freds at Barneys New York, Barneys will provide a singular experience for guests at American Dream," she said.

The American Dream project is set to open this spring, after many years of halted construction due to financial and legal issues, with many ownership turnovers.

With square footage reaching up to 3 million, the complex will feature a special movie theater, an indoor water park, an indoor ski mountain, an aquarium, a Legoland, Nickelodeon Universe Theme Park, an ice rink, a 285-foot-tall Observation Wheel, a live performance space and more.

The space is located in the Meadowlands in Bergen County, New Jersey, within the same complex as MetLife stadium, where the National Football League teams New York Giants and New York Jets call home.



Rendering of the outside of American Dream in New Jersey

Triple Five Group, which owns American Dream, is also the owner of the famous Mall of America.

"Barneys New York is iconic and a prime example of a brand that defines and embodies the true spirit of The Collections," said Don Ghermezian, president of American Dream, in a statement. "Barneys New York has always been at the forefront of fashion, offering their customers an unparalleled assortment of exclusive brands from around the globe.

"Together, American Dream and Barneys New York will redefine the customer experience with a forward thinking and uniquely modern approach," he said.

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