

RETAIL

Chanel heads to the beach at Barneys

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Chanel is bringing its beachy line to Barneys. Image credit: Barneys New York

By STAFF REPORTS

French fashion house Chanel is bringing its ready-to-wear, handbags and jewelry to Barneys New York for the first time with a pop-up shop.

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Chanel at Barneys New York spans a display on the sixth floor and a window takeover. As the spring season kicks off, Chanel is bringing a beachy aesthetic to the department store, allowing shoppers to experience the seaside in the middle of Madison Avenue.

Sand and sun

Chanel's pop-up centers on its spring/summer 2019 collection, one of the last designed by late creative director Karl Lagerfeld.

The collection's beachy theme has served as the inspiration for window displays and in-store merchandising, which feature sand dunes and bright colors.

Leaving any question of what brand has arrived, the Chanel logo is prominently written across the windows on either side of the store's main entrance.



Chanel window displays at Barneys. Image courtesy of Barneys

In the shop itself, blue carpets, tree stumps and plexiglass cases filled with sand transport shoppers to the ocean.

Opened to the public on April 4, the boutique will be up until April 21.

Feting the launch, Barneys tapped influencer Nicole Warne of Gary Pepper Girl as the face of a seaside shoot, which is featured on Barneys' content site The Window alongside an interview.

Barneys recently released a new loyalty program that focuses on inclusive forms of payment and capitalizes on the lure of being an influencer.

Since many loyalty programs today have leaned into the mobile era and are operated through applications, retailers often require consumers to pre-load money or open a brand-specific credit card, but Barneys is taking a different approach. Consumers can earn rewards no matter what form of payment they use, and shoppers will also have a chance to live the lifestyle of an influencer ([see story](#)).

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