

RETAIL

Barneys teams with Tracy Anderson to blend fitness, fashion

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Barneys New York x Tracy Anderson collection. Image courtesy of Barneys New York

By STAFF REPORTS

Department store chain Barneys New York is leaning into athleisure through a collaboration with celebrity trainer Tracy Anderson.

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The Barneys New York x Tracy Anderson collection features activewear that is designed to be worn in the studio or on the street. The athleisure trend is retaining its hold on fashion, as items such as hoodies and leggings are worn beyond the gym as consumers seek comfort.

Athleisure apparel

Ms. Anderson is best known for training famous faces including Gwyneth Paltrow and Jennifer Lopez. Beyond her studios, Ms. Anderson has developed a devoted following through streamed workout programs, and she boasts 446,000 Instagram followers.

The fitness mogul is now translating her personal fashion sense into a collection exclusively retailing at select Barneys stores and the retailer's ecommerce site.

Barneys produced the collection in Los Angeles. Ranging in price from \$80 to \$175, the capsule includes tops, bottoms, knits and bodysuits.

The line is intended to be mixed, matched and layered, enabling consumers to express themselves. Pieces include apparel emblazoned with phrases such as "tabula rasa" or "love can fix."

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We found the most iconic vintage sweatsuit material from the 70's for my Barneys New York x Tracy Anderson collection. There is something cozy, cool, playful and free about wearing this look. The words Tabula Rasa mean To Wipe The Slate Clean because learning how to get unstuck is key to your health. I designed these pieces as an empowering reminder that whenever you're feeling stuck, you can choose to clear your own path - whether personally, professionally, or in your workouts. Each day is a new day to clean up and show up Styles now available at select @barneyny stores and Barneys.com

A post shared by Tracy Anderson (@tracyandersonmethod) on Jul 9, 2019 at 8:38am PDT

Instagram post from Tracy Anderson

With consumers now aspiring to have active lifestyles, more luxury brands are getting in on the fitness wear game. For instance, Italian fashion label Missoni translated its heritage into a running-themed collaboration with Adidas. Teaming up with the sporting wear brand, Missoni took its aesthetics to activewear, creating apparel and sneakers that include its knitwear styling. This was the brand's latest bridge into activewear, with a focus on a sport favored by one of its founders ([see story](#)).

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