

RETAIL

Saks welcomes Barneys back to Fifth Avenue with open arms

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Barneys at Saks window display. Image courtesy of Saks Fifth Avenue

By NORA HOWE

Department store chain Saks Fifth Avenue has unveiled the Barneys at Saks experience on the fifth floor of its New York flagship store, a significant step towards reviving the distinguished brand.

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With a focus on exploration and discovery, Barneys at Saks offers a wide range of emerging designers as well as familiar labels. To celebrate the launch, Barneys at Saks is featuring merchandise across multiple categories, including women's and men's ready-to-wear as well as handbags and accessories, providing customers a holistic approach to shopping at Saks.

"Barneys at Saks is a distinctive extension of our current luxury offering," said Tracy Margolies, chief merchant at [Saks Fifth Avenue](#), New York. "We are focused on delivering customers the best edit across all channels and serving as a destination to experience, explore and discover new fashion.

"That being said, we are excited to introduce Barneys at Saks as something new and relevant for today's luxury consumer."

Barneys at Saks

Revealed on Jan. 15, the flagship's massive 54,000-square foot fifth floor space is now completely dedicated to a Barneys department. On Jan. 25, it plans to reveal the first standalone Barneys at Saks store in Greenwich, CT.

For the launch, Saks partnered with a variety of emerging designers to create customized mini shops that speak to each brand's identity with personalized furniture, wallpaper and sculptural objects selected by each designer. Featured brands include A-COLD-WALL, Anna Mason, BruceGlen, Fear of God, Loulou Studio, MAX+Min, Ree Projects, Reese Cooper, Stella Jean and Victor Glemaud.

"There is an opportunity across the industry to cultivate new talent and to provide a platform for up-and-coming designers," Ms. Margolies said. "We are always focused on bringing our clients the best curated assortment, including the latest creations from both emerging designers and established brands.

"Saks has always put an emphasis on bringing in new talent, and we plan to use Barneys at Saks as an incubator of

newness and as a space for rising stars to bring their vision and story to Saks."

Select designers will also be featured in Saks' iconic Fifth Avenue windows in a special installation dedicated to Barneys at Saks through Feb. 8.

Additionally, Barneys at Saks offers an assortment of services from VIP styling suites and virtual shopping to same-day delivery and appointments, allowing customers to shop before or after public store hours.

Barneys at Saks also features the newest location of **Honeybrains**, a fast-casual eatery dedicated to brain health. All items served at the restaurant are made from scratch and each recipe is vetted by a team of neurologists and dietitians.



Barneys at Saks floor at New York flagship. Image courtesy of Saks Fifth Avenue

In July 2019, Barneys filed for Chapter 11 bankruptcy in an effort to reorganize its business for a sale. The retailer had been struggling as consumer habits shifted and bricks-and-mortar spaces continued facing increasingly rent.

Amid the process, Barneys secured \$75 million in additional capital, which supposedly helped the company meet its financial obligations when combined with its operating cash flow. As part of the bankruptcy proceedings, Barneys planned to close a number of stores ([see story](#)).

Three months after the filing bankruptcy, Barneys was sold to **Authentic Brands Group**. As part of the deal, Saks Fifth Avenue would become the licensed retail partner for Barneys in the U.S. and Canada ([see story](#)).

Following the \$271 million buyout, all Barneys New York stores were liquidated.



Barneys New York liquidated all stores after filing for bankruptcy in 2019. Image credit: Getty

Now through the end of March, Saks will highlight Barneys at Saks on its digital channels through email and homepage coverage and a social media campaign featuring floor tours, influencer takeovers and emerging designer spotlights.

Retailer of the Year

Last month, Luxury Daily awarded Saks Fifth Avenue 2020 Retailer of the Year for its adaptability and successful digital advancements amidst the COVID-19 pandemic.

Throughout 2020, Saks implemented strategies that successfully combined the in-store experience with digital developments, placing a significant focus on customer personalization and ease and, ultimately, creating new practices for the digital era and mobilizing product presentation. Additionally, the department store harnessed impactful charitable partnerships and campaigns to combat the global crisis ([see story](#)).

At the beginning of the global health crisis, Saks Fifth Avenue Foundation made a sizable \$600,000 emergency grant to support patient care and offer funding to charitable partners as they tackle mental health needs in response to the COVID-19 coronavirus outbreak.

The foundation has donated to the New York-Presbyterian, Bring Change to Mind and Girls Inc. These organizations have reported a higher need for mental health services and resources during this pandemic and era of uncertainty, particularly in the wake of school closures ([see story](#)).

"When conceptualizing Barneys at Saks, we decided to focus on three core pillars to bring the brand to life: discovery, the unexpected and fun," Saks' Ms. Margolies said. "We plan to use these pillars to bring the Barneys of the future to our customers."

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