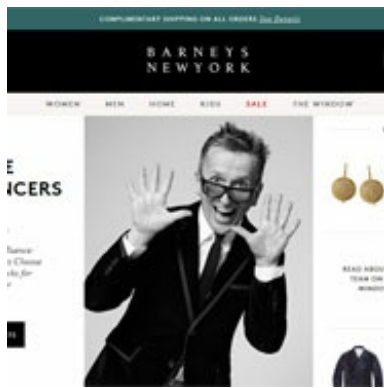


INTERNET

## Barneys creates branded social experience via ecommerce site redesign

May 21, 2012



By TRICIA CARR

Barneys New York created a social setting on its ecommerce site where consumers can make shopping lists, share favorites and shop user-recommended products, a move likely to distinguish the retailer from its competitors.

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**Luxury Daily**

The department store redesigned its ecommerce site to include a personalized shopping experience and engaging social channel that could give the retailer an edge over competitors such as Bergdorf Goodman and Neiman Marcus. The retailer has used many digital tactics recently such as shoppable video to attempt to raise ecommerce sales.

"Years ago, consumers were hesitant to purchase luxury goods online," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles. "When spending large amounts of money, they wanted to touch and feel their purchase in person and interact with a real, live human being before spending big money.

"Now more than ever, customers are not only making their purchase decisions online, but they are buying luxury goods online direct from a Web site," she said. "Redesigning Barneys' Web site to make it more user- and social media-friendly will make it easier for

consumers to make their purchases online.

“The less roadblocks between a consumer and their purchases, the more buying power there is, and this, of course, directly impacts Barneys' bottom line.”

Barneys did not offer comment on this story.

Get personal

Barneys' new ecommerce site features an updated design, different product categories and enhanced product images at <http://barneys.com>.

Consumers can make a purchase with as few as two clicks with a Barneys.com account.

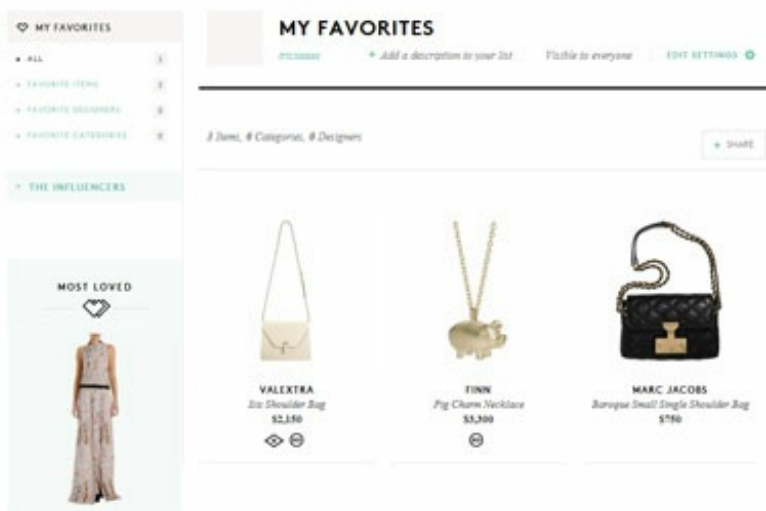
There are five sections that make up the personalized and social components of the site including Favorites, My List, Most Loved, Exclusively Ours and The Window. Users must have an account to have access to most of these functions.

Favorites lets customers keep track of items they like on Barneys.com and are stored in My Lists.

Users can press the Add to My Favorites button when browsing by individual item, product category, designer or size and color. These are added to a user's shopping list.

A share button lets users post lists to Facebook and Twitter and send via email from Barneys.com. The retailer will add sharing functions to photo sites The Fancy and Pinterest.

In addition, users can choose whether their lists are public or private on Barneys.com.

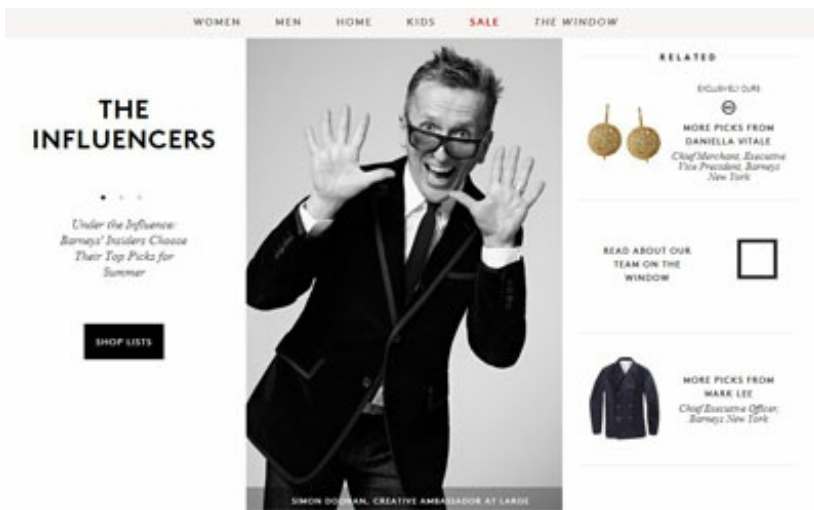


*My Favorites*

Barneys will automatically suggest products based on what a user has added to My List.

When users are viewing their favorites, they have the option of viewing curated lists by The Influencers, Barneys' chosen fashion experts. Users can browse and follow these lists.

Barneys is promoting lists by The Influencers on one of three slides on the site's homepage.



### *Barneys.com landing page*

A current Influencer is Barneys' creative ambassador at large Simon Doonan. Future Influencers include fashion designers Mary-Kate and Ashley Olsen, [Sea of Shoes](#) blogger Jane Aldridge and stylist Keegan Singh.

A Most Loved widget appears when a user is in the Favorites section of the site. This shows a product that multiple users have added as a Favorite.

Barneys is also tagging its store-exclusive items with the Exclusively Ours icon that lets users filter these items while shopping.

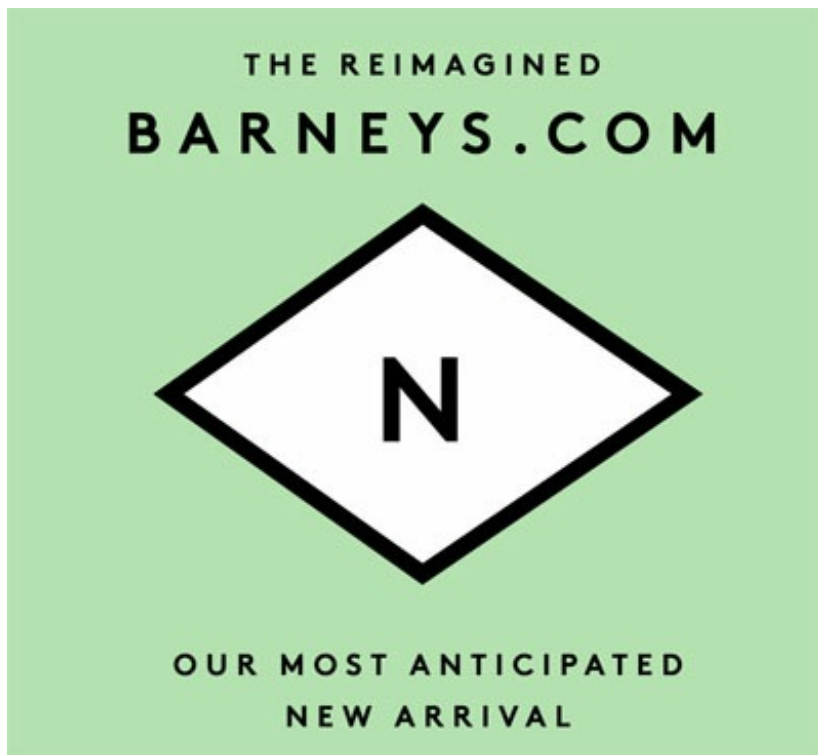
Meanwhile, Barneys will offer editorial content in a blog called [The Window](#) that features sections such as Women's, Men's, Personalities, Parties and Culture.



### *The Window*

This content will include designer-dedicated posts for brands sold at Barneys. The posts link to new products.

The retailer created its new ecommerce site with digital agency [Huge](#) and is raising awareness for the redesign via email and social media.



### *Barneys email*

"Affluent consumers are no longer just interested in making high-priced purchases," Ms. Kirk said. "Luxury is about experience and consumers now expect a high-level of service that compliments their overall purchase."

"The personal attention you would receive inside a Barneys store is now translated into an online experience," she said.

### New kid on the blog

Barneys will likely position itself as a top retailer by incorporating these branded social tools into its ecommerce site.

The retailer was also ahead of the pack in its use of shoppable video.

In April, Barneys released a shoppable video called "Transform the Everyday Black Dress" that contained direct links to the ecommerce site where consumers can purchase the items featured ([see story](#)).

In addition, Barneys New York released shoppable digital videos in lieu of physical mailers and catalogs for its Co-Op line, a collection catering to the younger affluent market ([see story](#)).

Meanwhile, Barneys' [The Window](#) could directly compete with retailers that maintain their own blogs including [NMDaily](#) by Neiman Marcus and [5th/58th](#) by Bergdorf Goodman.

"Editorial content gives a brand the opportunity to develop a voice or personality," Ms. Kirk said. "Social media has humanized brands, especially luxury brands, making them more accessible and ultimately more attainable."

"Consumers are not interested in interacting with a logo online," she said. "They want and expect to interact with a brand that has personality."

“Barneys' The Window lets the brand develop that in more length than a Tweet or Facebook post typically allows.”

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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