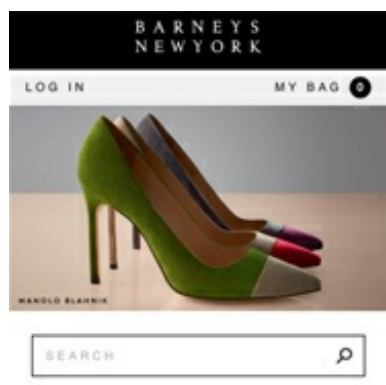


MOBILE

Barneys solidifies mobile efforts with new HTML5 site

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By RIMMA KATS

High-end retailer Barneys New York is solidifying its mobile savvy through a new responsive HTML5 site that offers consumers the same exclusive inventory that can be accessed on its Web site, as well as lets shoppers sort by gender, color, style and designer.

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The mobile site aims to make the shopping experience more seamless and lets consumers quickly and easily search, filter, find and purchase their favorite products. In addition to the new mobile site, Barneys has also rolled out a full set of digital tools for shopping and sharing.

“We see mobile growing exponentially,” said Matthew Woolsey, senior vice president of digital at **Barneys New York**. “Luxury consumers are accessing us through a multitude of devices.

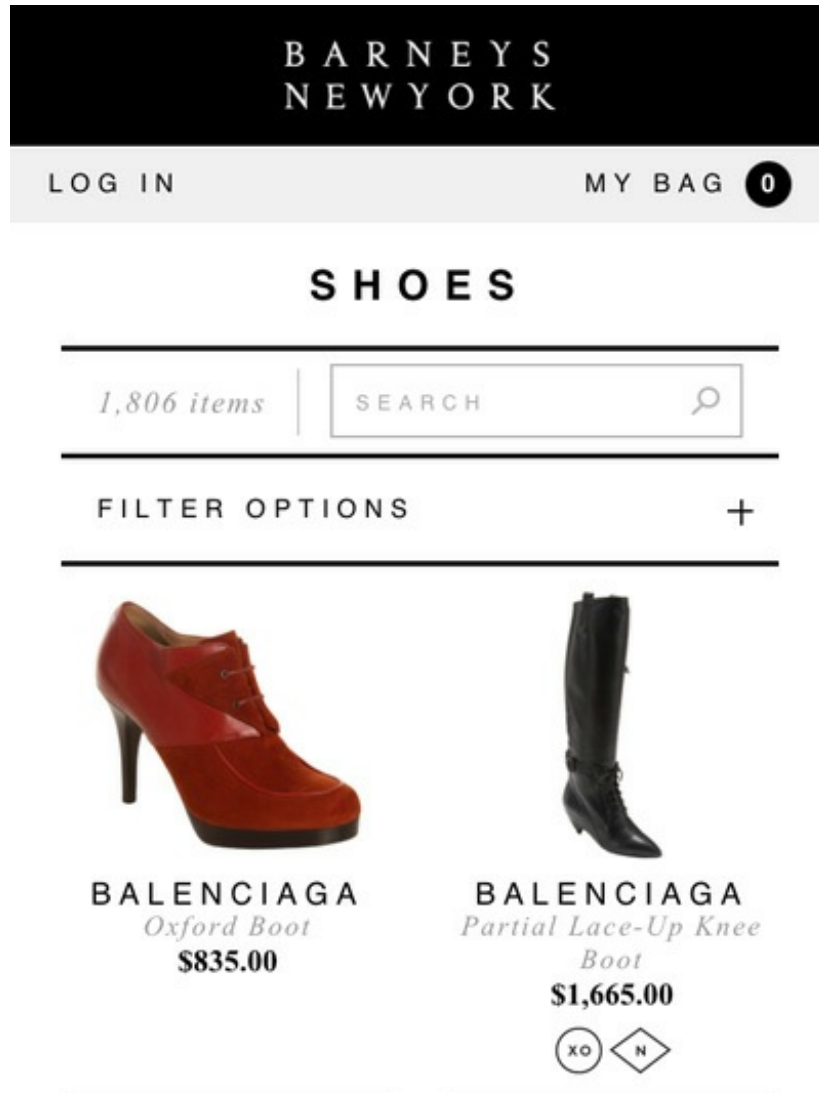
“There is this great opportunity with mobile,” he said. “The mobile site is a lot quicker now and it is all about enhancing that speed.

“Speed is one of the most important assets and we want to give people a tool that is light, fast and elegant.”

Mobile shopping

Consumers can access the mobile site by entering <http://www.barneys.com> on their mobile browser.

Through the mobile-optimized site, consumers can log-in to their account, shop by department including women's, men's, home and kids and use the search tool to look-up a specific item.



Barneys mobile site

Additionally, luxury consumers can use the store locator to find the nearest Barneys location.

An HTML5 mobile site is a smart move for the luxury retailer.

Affluent consumers are increasingly relying on their smartphones and tablets to browse and make purchases.

Therefore, having a mobile presence is essential.

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Barneys mobile site

“Consumers are increasingly looking at their phones as an extension of their computing experience,” Mr. Woolsey said. “We see strong engagement on mobile phones and tablets.

“When you look at our customer, we have really technologically sophisticated customers who depend on their mobile phones and tablets,” he said. “They are always on the go.

“2013 is going to be a really big year for us - both tablet- and mobile-wise - and I think what is exciting for mobile is the opportunity it presents to connect our stores and our Web site.”

Socially adapt

In addition to the company’s mobile site, Barneys has also rolled out a new set of social features on Barneys.com that let affluent consumers share products, customize the shopping experience and engage with elite tastemakers.

Through the set of tools, Barneys consumers can create a personal profile, share their favorite products with friends and followers across social network platforms, create customized product news feeds and get exclusive product picks from style influencers.

Barneys believes that the new social features further elevates the company's digital presence, which also includes The Window, an editorial site that aims to inspire consumers with original content about art, culture, fashion and beauty.

Past efforts

Barneys has been ramping up its mobile and social efforts over the past year.

Earlier this year, Barneys 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 ([see story](#)).

Most recently, the retailer placed a banner ad on Condé Nast-owned Vanity Fair's mobile site.

The banner ad linked to a section of Barneys' pinch-and-zoom ecommerce site that offered women's designer fall fashion ([see story](#)).

"In the luxury space, social has to be a lot more than Facebook and Twitter," Mr. Woolsey said. "The luxury experience is inherently a social one.

"Mobile and social are a great vehicle for discovery and inspiration," he said.

Final Take