

MOBILE

Barneys targets social-savvy men via new Instagram account

June 10, 2013



By ERIN SHEA

Department store chain Barneys New York is targeting social-savvy male consumers through a new account on mobile-social application Instagram that is solely dedicated to its men's collections.

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With this new account, the retailer is likely targeting younger men who are active social-media users. Since a large amount of digital fashion content is for women, this will help Barneys stand out in the crowded social space.

"So much of the fashion and beauty content appearing on social networks is geared toward women," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"Barneys is smart to recognize that most men don't have a lot of patience when it comes to fashion and shopping," she said.

"Instead of forcing them to sift through a wall of images of women's fashion to locate the one or two pieces of content that would be relevant to them, Barneys has now given its male demographic one central location to get all their high-end fashion and luxury accessories needs in one easy and visually appealing Instagram account."

Ms. Kirk is not affiliated with Barneys, but agreed to comment as an industry expert.

Barneys did not respond before press deadline.

Wardrobe snapshot

Barneys is likely aiming to create more buzz for its men's collections by giving this insider's look through the Instagram account.

The @BarneysMan account already has approximately 2,000 followers after having posted its first image more than two weeks ago. It currently has 25 images.

The account's photos range from in-store items, Barneys ads, cocktails and other manly items.



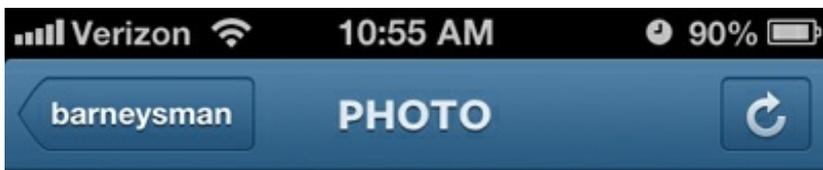
Cocktails

Barneys also seems to be taking part in the well-known Instagram tradition of “Throw-back Thursdays” by uploading an older image and using the hashtag #TBT.



Barneys ad from the past

In addition, the account gives insider access to store happenings around the country.



♥ 19 likes

barneysman Hello, O'Hare! BarneysMan takes Chicago...



Barneys in Chicago

To spread the word about the new Instagram handle, Barneys took to its other social pages to attract its fan base.



Facebook post

Staying connected

The new Instagram account comes with another push to keep the retailer relevant to a

younger demographic.

In February, the department store chain launched an ecommerce site at <http://www.barneyswarehouse.com> to add a permanent digital outlet for its warehouse sale, which could expand the retailer's customer pool and keep up its status among a young, target audience.

Barneys is not likely diluting its name by offering discounted merchandise, but should work to match the outlet shopping experience to that on its main ecommerce site ([see story](#)).

Additionally, Barneys pushed women's and men's contemporary apparel in two spring shoppable videos that let consumers buy items as they appear on their computer screen.

Both shoppable videos centered on the theme "Wild Things!" but one is dedicated to women's fashion while the other showcases men's looks.

The videos also come at a time when Barneys seems to be turning to digital efforts to sell the its Co-op merchandise ([see story](#)).

Luxury brands need to have a presence across many social and digital channels to remain relevant to their target consumer group.

"Everyone is online these days, from Fortune 500 CEOs, to celebrities, business executives and successful entrepreneurs," Ms. Kirk said. "Social networking and photo sharing has come a long way from teenagers sending instant messages to each other."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/LCMABKFn4Fc>

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