

IN-STORE

Barneys partners with Exclusive Resorts to host private in-store experiences

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By ERIN SHEA

Retailer Barneys New York is partnering with vacation and travel club Exclusive Resorts to host private in-store shopping experiences for club members.



Through the “Locked In” events, club members will be able to participate in a number of exclusive in-store events at Barneys locations around the country. Barneys and Exclusive Resorts are likely to benefit from this partnership since both brands target similar consumers.

“Exclusive Resorts is always seeking new and dynamic collaborations that will enhance and complement our members' experiences,” said Andy Irvine, director of Exclusive Events at [Exclusive Resorts](#), Denver.

“Barneys New York is a fantastic partner and a complementary U.S.-based luxury brand,” he said. “Like Exclusive Resorts, Barneys understands how to execute a highly personalized, curated customer experience and provide unparalleled access to coveted events, such as designer meet-and-greets.

“Through the Club's new in-store “Locked In” event series at Barneys, the club will provide members with a once-in-a-lifetime opportunity to stay after-hours and shop the season's

must-have items with assistance from a dedicated personal shopper.”

Locked in

The first “Locked In” event takes place Oct. 24 at Barneys’ flagship store in New York and is hosted by Simon Doonan, Barneys creative ambassador-at-large.

Through the partnership, Exclusive Resorts’ 3,500 members will be able to participate in the Locked In events at Barneys.

A one-year trial membership for Exclusive Resorts is priced at \$15,250 plus annual dues.



Barneys store

The events, hosted by Mr. Doonan, will allow members to shop after hours at Barneys with the help of a personal shopper.

In addition to the events, the partnership also brings Exclusive Resorts members offers at Barneys retail locations.

For instance, members have access to private shopping, personalized styling and beauty make-overs, Made to Measure services and bespoke suit services at select locations, access to in-store private events and designer appearances and delivery from Freds to Exclusive Resorts Manhattan residences.



Exclusive Resorts Park Avenue residences

Both Barneys and Exclusive Resorts are likely to benefit from this partnership.

“Luxury service companies that target high-net-worth individuals are constantly looking at unique and exclusive opportunities that they can bring to their clients,” said Rony Zeidan, president and creative director of [RO New York](#).

“In return, this adds equity, relevance, importance and affiliation to its services,” he said.

“On the other hand, luxury retailers are always looking to expand their roster of clients to generate more sales.”

Members only

Other luxury brands have partnered to promote exclusive events and offers through members-only clubs.

For instance, Jaguar Land Rover collaborated with private club operator ClubCorp to host a series of events throughout the United States to boost brand awareness among ClubCorp members.

The “A Night of Luxury” events give ClubCorp members an opportunity to drive the latest Jaguar and Land Rover models while enjoying other activities ([see story](#)).

In addition, Luxury vacation club Inspirato flaunted its service via a partnership with American Express to create special vacation club experiences for cardholders.

The brand called “Inspirato with American Express” offers personalized luxury vacations for an exclusive group of members. The partnership is a platform to raise awareness for Inspirato among affluent consumers ([see story](#)).

The partnership with Barneys and Exclusive Resorts could help the retailer help recruit more regular shoppers.

“Barneys has a very loyal clientele, just like many specialty stores do,” Mr. Zeidan said.

“The difference is that Barneys is a department store that caters to a variety of clients, such as loyalists, design aficionados, tourists and random curious individuals,” he said. “Every once in a while Barneys needs to reach out and introduce new high-net-worth customers to the store.

“A partnership with Exclusive Resorts could prove to be a great move if the fit is right.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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