



Temptation Tower

Barneys' soaring new flagship brings the buzz and the binges back to the Gold Coast

| By Jaydine Sayer | Photography by Greg Gillis |

Barneys New York is known for bucking a retail trend or two. Now is no different. At a time when many are hanging sale signs and hoping for the best, Barneys has gone all-out with an over-the-top, glitzy new store on the corner of Oak and Rush, replacing the one across the street.

What's with all the optimism? Well, for one thing, Chicago is one of Barneys' best markets. And for another, the luxury department store isn't averse to a little risk—this is, after all, the company created by Barney Pressman, a man who hawked his wife's engagement ring in 1923 to open up shop in Manhattan.

And if there's one thing that's going to get shoppers in the mood to spend money, it's this 91,000-square-foot, seven-level store. "The old Barneys was tight and efficient, but this one has more glamour, more space and more fabulousness," says creative director Simon Doonan. "This is a real affirmation of our commitment to Chicago. We wanted to bring a whole new shopping experience to our Chicago customers."

Looking in from the outside through its curved glass facade and floor-to-ceiling windows, you can see it's an adventureland for Barneys loyalists. Architect Jeffrey Hutchison was tapped to design an interior in tune with

Chicago architecture and fitting with Barneys' exacting aesthetic. It's a little Frank Lloyd Wright, a little Art Deco, and somehow it all works. "We took inspiration from Chicago structures," says Hutchison. "But it's more subtle nods to the city, not literal interpretations." The LEED-certified building does stay true to the city's green movement—from cork walls to reclaimed wood panels to a green roof.

Now, about the clothes. The store is stocked with everything Barneys is known for, just more of it: cutting-edge designers (Doo. Ri and Lanvin), luxurious mainstays (Givenchy and Bottega Veneta) and an expansive mens' department (on-site tailoring). Perhaps the shoe salon will be the most popular improvement—it's almost triple in size with a much bigger stock room for all those Louboutins and Balenciagas. The lower level cosmetics floor is filled with products from luxury brands, and the Frédéric Malle fragrance display is vastly improved with phone booth-like red cases shoppers can poke into to "experience" the fragrance. Topping it all off—literally—is Fred's, the posh restaurant with views of Rush Street and a contemporary American menu focusing on local ingredients. No doubt appetites of all sorts—culinary or retail—will be satisfied here. ■



RISE AND SHINE From top: Barneys' curved glass wall, a three-story spiral staircase, Fred's top-floor restaurant.



Fashionphiles' top Barneys moments

"I was looking for the perfect dress for Glamorama. Q, my guy at Barneys, found a Lanvin number I wasn't sure about. But when I wore it, an elderly man left his table at a restaurant and came outside to tell me it was the most stunning dress he'd ever seen. I've trusted Q's judgement ever since." **TONI CANADA, DIRECTOR OF HUMAN RESOURCES, ELYSIAN HOTEL**

"In the height of *Sex and the City* mania, Carrie was into a suit with a short pant look—she had this Miguel Andover suit I was obsessed with. One day I walked into Barneys and it was there. I ended up rocking it all season long and it's still in my closet as a fave." **AMANDA PUCK, EXECUTIVE VICE PRESIDENT, XA, THE EXPERIENTIAL AGENCY**

"I fell head over heels for this super luxurious Lanvin winter coat. I stalked it for three months because they only had one in my size. I crossed my fingers and waited for the post-holiday sale. Guess what? It's been in my collection for two years and counting." **CHAI LEE, ASSOCIATE DIRECTOR OF PUBLIC AFFAIRS, THE ART INSTITUTE OF CHICAGO**