

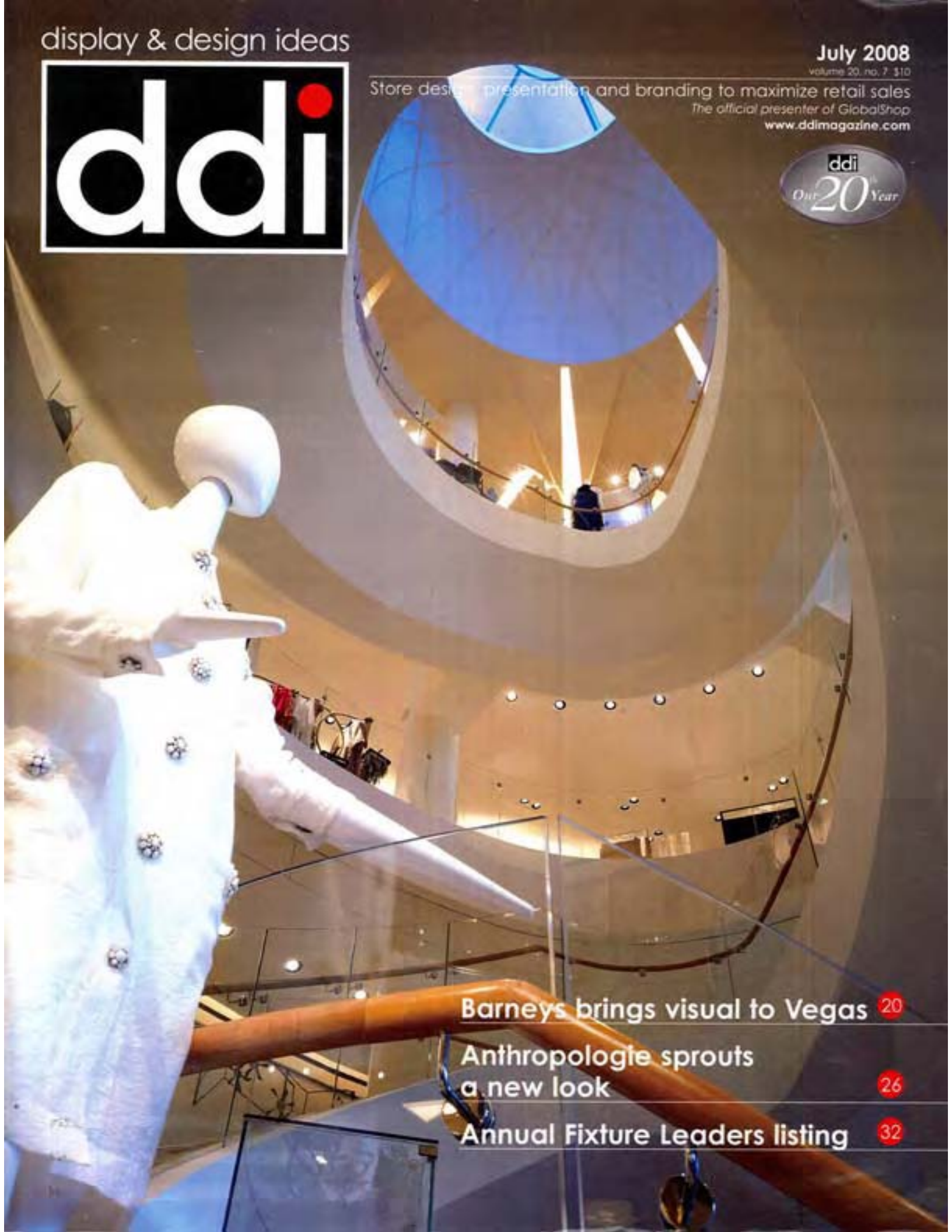
display & design ideas



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Store design, presentation and branding to maximize retail sales
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Photo: Achim Wilson, New York

Opposite page: Barneys New York debuted its Las Vegas flagship at the Palazzo Casino and Hotel complex.

Left: Fine jewelry, cosmetics and accessories are housed on the first floor.

Fashion star on The Strip

Barneys New York turns up the volume for its Las Vegas store

By Jessie Bove, Associate Editor

Las Vegas is a highly visual city, popping out of the desert landscape with its eye-catching colors, shining lights and grandiose buildings. Everything seems bolder, brighter and bigger. So when New York-based luxury department store Barneys New York decided to claim a stake in Sin City, the retailer knew it would need a dramatic design to become a standout in the competitive market.

"The goal and challenge for design was to have a presence in the Las Vegas market that was loud enough to resonate with the environment, but still fit into the design sensibilities of a Barneys flagship," explains David New, executive vice president, creative services, Barneys. "Essentially, we had to turn up the design volume without becoming something or someone else."

In order to translate the brand to Las Vegas, Barneys'

in-house design team partnered with New York-based Jeffrey Hutchison & Associates LLC (JHA) once again—the two had previously collaborated on three Barneys flagships, among other projects. "The goal was to create an environment that would stay true to the Barneys mantra of 'taste, luxury and humor' but to do so in a way that would be 'heard' above all the other visual noise in Las Vegas," notes Jeffrey Hutchison, principal



Above: Contrasting wood grains in a kaleidoscope-like pattern add depth to this accent wall.

Right: A gallery-like mezzanine showcases fine jewelry on the first floor.



of JHA. "The design needed to be visually dramatic, stimulating and modern. Simultaneously, the space needed to feel dramatic."

Located within the Palazzo Casino and Hotel complex on Las Vegas Boulevard, the three-level, 81,000-sq.-ft. store is the only fashion retailer to have its own façade on The Strip. A 45-ft. fritted glass box forms the exterior perimeter of the top two floors with a decorative sunburst pattern, which uses stylized versions of the suits of playing cards carved into an internal layer of glass. Daylight filtering inside projects the pattern onto the floor. JHA worked with artist John Paul Philippe to develop the design. "From the exterior, this glass structure is supported by fin-like mullions of dark bronze metal that appear to undulate in a rhythmic pattern on the façade," Hutchison adds. A limestone portico defines the building, while a street-level infinity fountain is situated near the central glass doors and window displays. A star-like system of lights also greets customers beneath the overhang, and a laser-cut grillwork

featuring the playing card symbols runs horizontally around the first story of the building.

Inside, Barneys' prime location came with an irregular configuration, challenging the designers with odd angles and spaces. "After an initial period of struggling with this, I just embraced the lack of order and didn't worry about things aligning perfectly," Hutchison adds. "I just went with the flow and feel that the end product is better for it."

Hutchison wanted the language of the store to be modern, but also not too minimalist. "It needed to stand apart from other spaces that the same consumer in Las Vegas might encounter," he explains. "To this end, I used the idea of being in a Palazzo as the departure point and started to develop motifs and decorative elements that were rich in classic details, but still felt modern." Throughout the space, modern-baroque detailing is blended with clean shapes and lines, and "brash opulence" is showcased in elements such as the patterned ceiling and in multi-framed por-

tails on the ground floor.

While the Las Vegas store incorporates new design elements for Barneys, New says the store still relies on the iconic elements that make up a Barneys flagship, which include a grand staircase, open floorplan, great merchandise edit and a sense of humor. In fact, the dramatic spiraling staircase, which is both sculptural and functional, is the key focal point for the Las Vegas store, Hutchison notes. The oval staircase, made of formed concrete clad in plaster and stone, culminates in an "ocular" skylight dome on the top floor. "In all of my work, I try to incorporate and use light, including natural sources, in creative and interesting ways," Hutchison says. "I felt it was important to let the quality of the light from the desert infiltrate the interior of the store." The fritted glass pattern helps to diffuse and control the heat from the tremendous amount of intense desert light being ushered in.

Where natural light wasn't appropriate or possible, the store features energy-efficient lighting. "The Las



Left: The Las Vegas flagship pushes the design envelope, while staying true to the Barneys brand.

Above: An earthy, warm color palette lends the men's floor a masculine feel.

Vegas location continues to push the envelope with its design, while staying within the Barneys' visual vocabulary," Hutchison says. "The use of more architectural decorative elements rooted in a classical style is something new for Barneys, but they are done in a modern way so the fit seems natural. These kinds of elements add to the brand's vernacular, broadening the range of Barneys' visual identity."

Each level of the store conveys a distinct feel and experience that corresponds to its merchandise. The first level houses cosmetics, women's accessories and a gallery-like mezzanine for fine jewelry. The second floor features a 4,800-sq.-ft. shoe salon, where shoes appear to float, displayed on variegated acrylic shelving. A 3-D honeycomb-like pattern seemingly peels back from the subtly sloping ceiling, revealing glowing silver-leaded hexagons. Flooring is comprised of gray-veined Italian two-toned marble in an irregular diamond pattern. Devoted to men's apparel and accessories, the third floor offers up an earthy color palette, complemented

by rich wood, leather and bronze accents.

The third floor is also home to a 3,000-sq.-ft. personal shopping area, with private suites for the ultimate luxury shopping experience. "In my mind I tried to create spaces that reflect the great shopping emporiums from the early 20th century," Hutchison notes. "I wanted this space to feel grand and evoke a level of importance so that every customer will be inspired by the drama of the architecture."

Barneys' Las Vegas store has enabled the retailer to prove that a sophisticated design sensibility can work in other venues than just the power player cities, like New York, Los Angeles, Chicago and San Francisco. "So many of the visitors to Las Vegas do reside in those markets already and increasingly there is an international tourist that knows of us and of the brands we represent," New says. "Ultimately, it just shows our flexibility/versatility in adapting to different markets across the country and broadening our audience." ■

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project file

Barneys New York

Palazzo Casino and Hotel Complex
Las Vegas

IN-HOUSE DESIGN TEAM

Barneys New York store design and visual team

New York

David New

Matt Reed

Phillip Hum

Udo Glenn

Udo Goldmann

CONTRACT DESIGN FIRM

Jeffrey Hutchison & Associates LLC

New York

Jeffrey Hutchison

Luis M. Fernandez

Agnieszka Chmielec

Beth Ungenack

Kyler Kravitz

Joan Lister

ARCHITECT OF RECORD

HKS Architects

Dallas

DECORATIVE ARTIST

John-Paul Philippe

LIGHTING CONSULTANT

Schwingshammer Lighting

New York

MER ENGINEER

R.G. Vanderwell Engineers

Boston

ELECTRICAL ENGINEER

MSA Engineering Consultants

Las Vegas

STRUCTURAL ENGINEER

Walter F. Moore

Houston

GENERAL CONTRACTOR

Venetian Development

OWNER REPRESENTATIVE

SkylineOne Ltd.
London

FLOORING

Silver State Marble LLC
(marble mosaic floor, stone floor, stone wall)

Las Vegas

MILLWORK

Patella Woodworking
(perimeter millwork, stair glass railing, stair wood railing)

Super Sequoia/Sequoia Group (freehanding millwork fixtures)

San Jose, Calif.

LIGHTING FIXTURES

Target/Geopra

PLASTER

George M. Raymond Co.
(venetian plaster, decorative ceiling panels, stair plaster work)

Orange, Calif.

PAINT

Benjamin Moore
Morrisville, N.C.

STOREFRONT MILLWORK AND GLASS

Manhattan Curtain Wall Co. Ltd.
Hong Kong

GLASS INSTALLATION

Serra Glass & Mirror Inc.
Las Vegas

SIGNAGE

Yesco

Information in this Project File is provided by the retailer and/or design firm.