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NEW, SLEEK AND MODERN

The best of VMSSD's Retail Renovation Competition

- + The 2008 Retailer of the Year: Costco
- + Touring the fall windows of Paris and Milan
- + Shopko's got a brand new bag

Before



After



During

**BARNEYS NEW YORK
SAN FRANCISCO FLAGSHIP**
First Place, Full-Line or
Specialty Department Store

Before The building at 77 O'Farrell Street in San Francisco has housed a number of tenants since it was built in 1909. Each left its mark within the historic place a block off Union Square, leaving Barneys New York with a tremendous challenge: how to bring a slice of Barneys' modern Big Apple luxury to a period building, while preserving elements of the site's heritage.

During Barneys' executive vp of creative services, David New, and his design team, in collaboration with Jeffrey Hutchison & Associates (New York) and Gensler (San Francisco), gutted the interior, refurbished the terra-cotta exterior and retained existing windows and the vertical blade-style sign that runs the full length of the structure.

After The 60,000-square-foot space was transformed into a luxurious seven-level experience, with abundant natural light - what New considers a sparkling "jewel box" effect - and details that have become the retailer's calling card: long, open vistas; art deco-inspired marble mosaic patterns; decorative art and massive staircases.