



## BARNEYS NEW YORK COOP

South Beach, Miami

Barneys New York's COOP (as in cooperative) - a concept for the younger, more accessible Barneys brand with a flair for trendy, hip fashion - entered the South Beach scene with a 9000-square-foot store located in a two-story, art deco building on Collins Avenue.

The store embodies a mix of materials, fixturing systems and artisan objects to create an eclectic store environment, with an emphasis on wacky and fun. For example, recycled crates are used as jewelry display tables and refrigerator doors circa 1950 comprise the women's denim display.

Perhaps the strongest visual statement of COOP comes from the blue mannequins from Goldsmith.

### CLIENT

Barneys New York, New York - Howard Socol, ceo, president; David New, executive vp; Russ Delisi, vp, construction and facilities; Simon Doonan, creative director; Claudia Domingues, director, store design

### DESIGN

RGLA/Robert G. Lyon & Associates Inc., Schiller Park, Ill. - Robert Lyon, principal; Joseph Geoghegan Jr., president; Randy Sattler, vp, visual marketing and retail solutions; Kent Wells, director, retail planning and design; Ed Hanlon, Meg Boyle, senior designers/client services

### OUTSIDE DESIGN CONSULTANT

Commune, Los Angeles

### ARCHITECT

RGLA Inc. (Robert G. Lyon & Associates Inc.), Schiller Park, Ill.

### GENERAL CONTRACTOR

R.C.S. (Retail Contracting Services), Sunrise, Fla.

### SUPPLIERS

Amuneal Mfg. Corp., Philadelphia (fixturing); Ruggles Sign Co., Versailles, Ky. (signage); Carter Kustera, New York (custom artwork/ wallcoverings); Goldsmith Inc., Long Island City, N.Y. (mannequins)

### PHOTOGRAPHY

Mark LaRosa, Brooklyn, N.Y.

