

Andrea Campagna



ACTIVE DISCUSSIONS / NEWEST POSTS

MAKEOVERS

How Mark Lee Has Jazzed Up the Barneys Men's Department



Andrea Campagna image via WWD

In today's WWD, Barneys CEO and whip-cracker Mark Lee gives a succinct summary of his company plans: "Our overall goal is to ensure Barneys is really, truly the best specialty store in the world." Means to that end have recently included reinventing (and restaffing) it from head to toe, bringing in Carine Roitfeld for the windows, and finally merging the men's and women's co-ops. But he's aware of what the company was before all that: "Barneys began as a men's store, and it's had that heritage since 1923. That gives it a unique position in the world and we need to work on keep moving that forward."

[The changes, this way>>](#)



BARNEYS
660 Madison Avenue
New York NY

MIDTOWN EAST/KIPS BAY

COMMENTS

12:24 PM, OCT. 13 2011

Tweet 2

Like 4

MONDAYS
1/2 PRICE
TEETH WHITENING
ON ALL PACKAGES

CLICK HERE FOR MORE INFORMATION

212-683-2530

MANHATTAN DENTAL SPA
**Most major insurance cards accepted.*

American Apparel®
Trousers

20 stores in NYC
Shop this look at one near you →

Made in USA
Sweatshop Free

RACKED NY



THE RETAIL DIARIES

Department Store Dispatch: True Stories from Black Friday

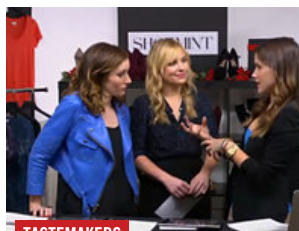
RACKED CHICAGO



CYBER MONDAY

Cyber Monday Deal Alert: Rent and Name an Airplane

RACKED LA



TASTEMAKERS

WWW's Hillary and Katherine Talk BeachMint, New Beauty Site

SIGN UP FOR OUR NEWSLETTER

Get daily updates and breaking news alerts from Racked NY delivered straight to your inbox

Your email here

GO

[Curbed NY](#)
[Curbed Hamptons](#)
[Curbed DC](#)
[Curbed Atlanta](#)
[Curbed Chicago](#)
[Curbed Detroit](#)
[Curbed LA](#)
[Curbed SF](#)
[Curbed Seattle](#)

[Eater NY](#)
[Eater DC](#)
[Eater Atlanta](#)
[Eater Miami](#)
[Eater NOLA](#)
[Eater Chicago](#)
[Eater Austin](#)
[Eater Dallas](#)
[Eater Houston](#)
[Eater Seattle](#)
[Eater PDX](#)
[Eater SF](#)
[Eater LA](#)

[Racked Chicago](#)
[Racked LA](#)

[Terms of service](#)
[Contest rules](#)
[Jobs](#)
[Advertising](#)

