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SOCIAL INTELLIGENCE

Barneys' Boys' Club

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Barneys bowed its newly renovated men's shop last night on the sixth floor of its Madison Avenue flagship. Housing a selection of European designers—Ermenegildo Zegna, Malo, **Andrea Campagna**, and the like—and the made-to-measure department, the bright new floor is truly a far cry from what it was just a few months ago. "My favorite part is the new made-to-measure section," explained CEO Mark Lee. "We deliberately put it straight in the middle, but at the same time it's very private." Fashion director Tomoko Oguro agreed, adding, "And it's still all about the clothes and the beautiful edit by our men's team."

The New York Rangers' Henrik Lundqvist hosted the

soiree and told Style.com that he enjoys shopping on six because it has easy access to the women's area, which will make for convenient conjugal shopping trips with Mrs. Lundqvist. The bespoke lounge is also a great place to unwind with his teammates, he explained, because if there is one thing a well-dressed athlete loves, it's a custom suit. "It's the final two weeks of summer break before training starts up, so usually I would let the guys do their own thing, but for tonight I did convince five or six to come out and shop," said the sports star. And with 10 percent of last night's sales going to UNICEF, purchasing a custom suit was a perfectly acceptable pre-season indulgence.

—Todd Plummer

Photo:Leandro Justen/BFANYC.com

tags: **Andrea Campagna**, Barneys, Ermenegildo Zegna, Henrik Lundqvist, Malo, Mark Lee, Tomoko Oguro



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