

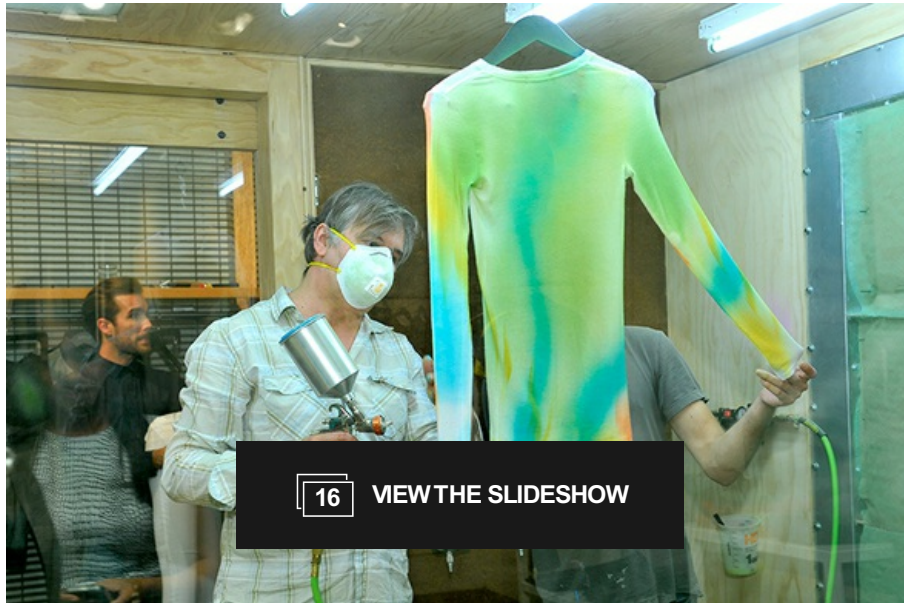
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## Slideshow: Barneys Celebrates Its L.A. Renovation



Alexis Brunswick

Parties October 16, 2014 | 06:59PM



Rob Pruitt

**A**fter extensive renovations that marked its 20 years in Beverly Hills, Barneys New York unveiled two completely renovated floors and a new Freds restaurant last night. The evening began with shopping in support of Heart of Los Angeles (HOLA); the organization is a longtime friend of the retailer, and supports underserved youth by providing them with exceptional opportunities. To celebrate the occasion, Barneys commissioned filmmaker Melodie McDaniel to create a short film about the cause, which debuted at the event, and enlisted Bruce Weber to shoot its Fall 2014 RTW campaign, *L.A. Stories*, which is told through the diverse cultures and communities of greater Los Angeles.

Guests including Melanie Griffith, Jennifer Meyer, and Andrea Lieberman walked the expansive redesign. “It’s very museum-like,” explained Tomoko Ogura, senior fashion director of Barneys, of the store’s new aesthetic. “We’re really highlighting the product and letting it stand out on its own and breathe.” For George Esquivel, in just his second season with the store, Barneys’ appeal remains in its special projects. “I think that’s why my shoes fit so well here,” he said. “They’re not mass-produced, and Barneys always looks for special things; they always want the beautiful pieces, something unique.”

Once the after-hours shopping concluded, the likes of Irene Neuwirth, Juan Carlos Obando, Greg Chait, and Raquel Allegra headed upstairs to inaugurate Freds, which CEO Mark Lee explained was serving its very first dinner. Co’s Stephanie Danan reminisced about how Barneys contacted her and cofounder Justin Kern after their very first video debuted on Style.com. “We wouldn’t have a brand without Barneys—well, without Style.com and then Barneys,” she said. The new restaurant (previously home to Barney Greenberg) will feature a permanent installation by

she said. The new restaurant (previously home to Barney Greengrass) will feature a permanent installation by contemporary artist Rob Pruitt, who was on hand earlier in the night, spray painting J Brand jeans for shoppers. Band of Outsiders' Scott Sternberg, an Angeleno, designed the staff uniforms.

*Culture / Parties: Barneys Renovation - Beverly Hills Party Pics*

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