Barneys’ Holiday Production

By SHARON EDELMAN

BARNEYS NEW YORK will be Baz Dazzled for Christmas.

That’s Baz as in Baz Luhrmann, the director of such visuall- ly lush films as “Moulin Rouge,” “Romeo + Juliet” and “The Great Gatsby.” Luhrmann and his wife, Academy Award- winning costume and set de- signer Catherine Martin, are collaborating with the retailer to create singular experiences using their unique visual lan- guage. The Baz Dazzled holi- day program is a multimedia initiative that will include the Madison Avenue flagship’s win- dows, facade, in-store displays, products, gift cards and print and digital advertising.

The Luhrmann and Martin col- laboration is the latest in a series of annual Barneys collaborations with artists and designers that have included part- nerships with Jay Z, Lady Gaga and Disney.

Barneys, Luhrmann and Martin conceived of a holiday world filled with fantastical characters, woodland creatures, talking owls and window displays. Birds sport antlers and back- ward baseball caps, snowflakes and mushrooms are bejeweled with diamonds, elves carry boom boxes and squirrels use gold spray paint to “tag” the scene. And that’s just the crest Luhrmann and Martin created. It carries the motto, “A Life Lived in Fear is a Life Half Lived” and will appear on shopping bags, gift cards and displays. The crest is the starting point for everything; its artwork will be brought to life in the windows.

South of the crest is a whole dif- ferent world of theater film, cos- tume design and performance,” said Dennis Freedman, Barneys’ creative director. “I hope people are going to be thrilled to see these woodland creatures come alive. We’re working on extraordin- ary live performances in our windows. Because Catherine is a costume designer and set designer, we’re creating unique costumes for some of the performances. You’re going to enter the world of the fantastical and find the eye of Barneys. The windows will have a six-week run.

“The idea was to take tradition and out of its technology and ironically turn it on its head. We’re bringing the idea of holiday to the next level. For the first time, the comfort and familiar- ity we find with these well-worn images, but nevertheless inject an irrever- ent perspective that allows the audience to enter into this hol- iday world filled with fantastical characters, woodland creatures, talking owls and window displays. Birds sport antlers and back- ward baseball caps, snowflakes and mushrooms are bejeweled with diamonds, elves carry boom boxes and squirrels use gold spray paint to “tag” the scene. And that’s just the crest Luhrmann and Martin created. It carries the motto, “A Life Lived in Fear is a Life Half Lived” and will appear on shopping bags, gift cards and displays. The crest is the starting point for everything; its artwork will be brought to life in the windows.

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