

# BARNEYS NEW YORK



**Increased online sale of exclusive products and enabled Same Day Delivery for select customers for Barneys New York, an on-line luxury retailer in the US**

## Background

Barneys New York is an American chain of luxury department stores headquartered in New York. The client is a specialty retailer of high end apparel goods having leading designers show case their latest collections on their website. Client provides personalized shopping services in stores, and wanted to extend the same experience to the eCommerce platform.

## Objectives

- Build an Exclusive Private Sale feature accessible only to a select group of customers, allowing them access to Private Sale products which are not accessible to other customers through browse or search.
- Ensure customers can complete purchase with both exclusive as well as regular products in the same cart.

- Ensure Private Sale pages are secure, and access validation is performed at every customer interaction.
- Enable Same Day Delivery method for select group of customers, based on time of day, day of week, products in cart, shipping address and customer segment.
- Ensure business team can independently manage scheduling of Same Day Delivery availability and related business rules, with no involvement from technology team.

## Solution Delivered

- Created a Private Sale experience for select customers, where access is validated at every step of the purchase process to ensure only customers with access can view/buy exclusive products.
- Checkout process updated to validate product access when customer is buying an exclusive product.
- Filtered Private Sale products from Search results with no negative performance impact.
- Ensured customers with access can buy exclusive products and regular products within the same cart utilizing existing checkout process.
- Built scheduler to manage availability of Same Day Delivery, allowing business users to control when this shipping option is available.
- Ensuring any changes in geographic areas covered by Same Day Delivery can be done through simple configuration through business manager.
- Built capability to switch feature on/off using configuration in case any major event disrupting or altering shipping schedules.

## Results

- Increased sales of big-ticket exclusive merchandise online, with additional 35% of the exclusive items sold within 2 weeks of launch.
- Enabled online sale of exclusive products that traditionally were available only in stores.
- Business team independently managed the scheduling of Same Day Delivery during holiday season.



BARNEYS  
NEW YORK

Barneys New York is a specialty luxury retailer headquartered in New York, operating a chain of department stores with the most discerning collection from the world's top designers. It caters to women's and men's ready-to-wear clothes, accessories, shoes and jewelry. Barneys New York operates flagship stores in multiple cities including New York City, Beverly Hills, Chicago, San Francisco and Los Angeles along with several other outlets across United States. For more information, please visit <http://www.barneys.com/aboutbarneys>.

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