

Barneys New York

Versus

Saks Fifth Avenue

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When it comes to the age of fashion in today's market, consumers, especially in New York City, expect nothing but the newest and coolest trends. Two top names come to mind when thinking where to go to purchase the hottest and newest styles in menswear marketing. What better two names come to mind, then of course two of the top names in menswear marketing along fifth avenue. These two Mecca connoisseurs of fashion would be no other than Barneys New York and Saks Fifth Avenue.

Barneys of New York has been a emporium of style, as well as a celebrity hangout since 1923. Barney's of New York is known for it's impressive, yet humorous window decorations, along with it's lineup of well over one hundred designers to satisfy one's urge of shopping addiction. Barney's offers some of the top most wanted fashionistas in menswear today. From denim jeans designed by 7 for all mankind, to reinterpreted textile designs of the 1930's designed by Ermenegildo Zenga, Barney's offers only the best in fashion by offering exclusive styles by exclusive designers. Based on what I see from the company as well as their website, they do offer something for everyone who can afford to pay the hefty prices. There are many items that I would love to own, and after this paper is done, I think I will have a new shopping addiction to go along with many others that I have already. Not many people understand that along with the price tag, comes the quality that you would expect from many of these top brand names. Yes, they may cost a little more on the pocket, but in the end the fabrics are very comfortable and long lasting (depending on which designer and what style you buy). All in all, I would have to say that Barneys New York is definitely a shoppers paradise when it comes to the hippest and trendiest styles from some of today's hottest designers. I have enclosed some of these styles on the next page for your viewing pleasure to fully experience the flare that some of these designers bring to the table of fashion.



7 For All Mankind
Dusseldorf
\$207.00

Very stylish, yet casual, and at the same time comfortable looking, no?



Officine Creative
Hand Dyed Boot
\$420.00

Very hip, western look, that looks real nice with the two tone toe.

Barneys New York biggest competition in this world of fifth avenue fashion would have to be Saks Fifth Avenue. Saks Fifth Avenue was hot on Barneys tail when they opened their doors one year later in 1924. Saks Fifth Avenue has branched out over the years since they opened, to over fifty four stores across America in twenty five states. Unlike it's competitor Barney's, Saks Fifth Avenue is more recognized across the country by it's distinct look, specific designer, or individual item. Saks' also carries more luxurious well known designers such as Gucci, Yves Saint Lauren, Jimmy Choo, Fendi, Burberry, and Dior. The men's line at Saks Fifth Avenue is also a consumers candy store with a little more kick to it versus Barneys. Saks Fifth Avenue offers affordable lines from Emporio Armani, Andrew Marc, Hugo Boss, and Diesel, just to name a few. Saks also offers something for the sharp looking persistent individual, such as, Gucci, Burberry, Dolce and Gabbana, Lacoste, and Marc Jacobs, also to name a few. It is fair to say that Saks Fifth Avenue offers much more of a variety for people of all income on all levels.

If I were to chose a store to go shopping at between Barneys New York and Saks Fifth Avenue, my choice would have to be Saks Fifth Avenue hands down. Saks offers a more variety of choices for the income conscience, or the not so income conscience, where as Barneys New York really does not have the same amount of choices, and is more pointed towards the higher class of society. That is why I believe Saks Fifth Avenue has been able to branch out over the years across the country, by offering something for everyone, as every well minded business should.

Cited Resources:

www.saksfifthavenue.com

www.barneys.com