

B A R N E Y S N E W Y O R K

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Barneys New York Announces Details of New Flagship Store Opening in Dallas, Texas

New York, New York – August 24, 2006 – Barneys New York, the celebrated luxury retailer with a chain of specialty stores nationwide, will bring its Taste, Luxury, and Humor to Dallas with a flagship store at NorthPark Center at the end of September. Going far beyond the scope of the 15,000 square foot regional store that Barneys New York operated at NorthPark in the 1990s, the breathtakingly gorgeous, 88,000 square foot space—Barneys's fifth flagship to date—will feature spectacular architecture and a sophisticated and hip interior design on two levels. It will be the first Barneys New York flagship store in Texas and one of the largest Barneys New York stores in the country. Offering the most luxurious and exclusive merchandise from around the world, the store is sure to become a mecca for discerning fashionistas and clothing connoisseurs in Texas. The kick-off event will take place on Thursday, September 28th with a celebration hosted by Cindy Rachofsky, Catherine Rose, Kelli Questrom and Howard Socol, Chairman of Barneys New York. All of the evening's proceeds will benefit Big Thought and Booker T. Washington High School for the Performing Arts. The store will officially be open to the public on Friday, September 29th at 10 AM. Howard Socol, Chairman of Barneys New York, has said:

We are thrilled to be returning to NorthPark Center with what will be the third largest Barneys New York flagship. The Dallas customer enjoys shopping in our other locations and we knew it was the perfect time to bring the Barneys experience home to them and introduce ourselves to some new friends. The store itself manages to strike the balance between the whimsy of our visual displays and the luxury of the merchandise that we carry. All of our flagships are unique and Dallas follows in this tradition with its two story glass and steel entrance, grand staircase and other special touches.

The store brings the latest in luxury retail design to life through the collaboration of David New, Barneys New York's Executive Vice President of Creative Services and his Store Design team with Gensler, the principal architects. It contains many signature features of Barneys New York flagship stores such as long open vistas, limestone floors punctuated by marble mosaic striations, handcrafted decorative case artwork, and a monumental rising staircase. Design elements that are unique to the Dallas store include a striking two-story rectilinear glass envelope at the main entrance on Boedeker Drive that contains a massive biomorphic steel sculpture designed by artist John-Paul Philippe. Phillippe's applied designs are found throughout the store in abstract murals, in the botanical-derived patterns on the glass rails of the grand staircase, in custom elements on fixtures, the corset wrapped columns in the women's shoe salon, and in the design of distinctive fringed ceiling elements. For the cosmetic counters and backdrops Philippe created his own Japanese colored paper using archival paints and inks with Matisse-like cut out compositions. All of these handcrafted interior elements are unique to this particular store. Two large windows on the first level and beautiful vitrines throughout the store will feature alluring and cheeky displays dreamed up by Creative Director Simon Doonan that will be unmistakably Barneys New York. In addition, unexpected expanses of open glass on both levels will offer passersby in the shopping center a view into the fantastic store displays.

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Through the main entrance of the store, the second level will feature women's designer clothing, women's shoes, and the women's CO-OP department (Barneys CO-OP features contemporary apparel and accessories from emerging designers in an industrial style environment that breaks from the store's more refined, upscale atmosphere). Women's designer clothing will feature progressive collections from Azzedine Alaïa, Givenchy, Lanvin, Rochas, Balenciaga, and Dries Van Noten. The Barneys New York collection will also be featured on the second level. The incredibly expansive women's shoe salon will carry designer shoes by Christian Louboutin, Manolo Blahnik, Chloe, and Yves Saint Laurent, among many others.

The Women's CO-OP will feature exclusive selections of premium denim and collections from Daryl K, KA7, Marc by Marc Jacobs, Trovata, Rogan, Tsubi, and shoes from Barneys CO-OP collection, Fiorentini & Baker, and Jean Michel Cazabat. Highlights for women on the first level include fine jewelry from Renee Lewis and Sharon Khazzam and all accessories, including exclusive selections from Balenciaga, Marc Jacobs, Maria La Rosa, Diane DeClercq, and a Valextra shop-in-shop. The first level also features cosmetics, skincare and fragrances from Chantecaille, Editions de Parfums Frederic Malle, Le Labo, Odile Lecoin, By Terry, Annick Goutal, and Serge Lutens, among many others.

Menswear is entirely on the first level — from designer and casual Barneys CO-OP collections to luxury sportswear to classic made-to-measure suits and dress shirts, ties, shoes, furnishings, and accessories. Men's designer collections will include Jil Sander, Dior Homme by Hedi Slimane, Dries Van Noten, and Martin Margiela. The men's CO-OP will feature collections from Band of Outsiders, Nice Collective, Rag & Bone, and an extensive selection of premium denim. Luxury sportswear highlights include Michael Kors, Elie Tahari, John Varvatos, Armani Collezioni, and Burberry. Made to measure clothing will feature suits from Brioni, Battistoni and Barneys New York collection in exclusive fabrics with custom details, and custom dress shirts from Texas-based Hamilton shirtmakers. The men's shoe salon will specialize in classic and updated approaches to men's luxury footwear with collections from Lidfort, Crockett & Jones, Berluti, and made-to-measure shoes from Bettanin & Venturi. The men's department will also offer briefcases, bags and leather goods from Tod's, Henry Beguelin and Barneys New York's own label.

Also on the first level will be "Chelsea Passage", Barneys New York's home department, featuring books, stationary, unique table top gifts, art glass, cashmere throws and pillows, and other decorative items. Featured lines will include D.L. & Co., R&Y Augousti, Armand Diradourian, Arca, Italo Gori, Match, Pampaloni, Michael Aram, and Fornasetti.

Ken Foret, a Louisiana native with extensive experience in luxury retailing in Dallas will head up the Barneys New York team as Vice President and Store Manager. Mr. Foret had been the manager of Barneys New York at the Americana in Manhasset, New York since 1998. Personal shoppers will assist women and men with an entire wardrobe or offer specific expertise in any area of the store including fine jewelry, accessories, and gift giving. The ladies of Texas will be pampered within spacious living rooms and fitting areas featuring the unbelievably luxe, eccentric, witty, and mood-enhancing interiors of bon vivant designer Jonathan Adler. An in-house concierge will have quick access to practically unlimited services including restaurant reservations, car and courier services, and ticketing for music and sporting events.

About Barneys New York

Barneys New York ("Barneys"), www.barneys.com, a wholly owned subsidiary of Jones Apparel Group, Inc., is a New York-based luxury retailer founded in 1923, with flagship stores in New York City, Beverly Hills, Chicago, and Boston. Barneys New York also operates three smaller regional stores, ten Barneys CO-OP stores, eleven outlet stores and two famous semi-annual warehouse sale events. The quintessential New York store is easily recognized by its bright red awnings, iconic black shopping bag, and innovative window displays engineered by its Creative Director, Simon Doonan.

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