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Barneys Links With Carlton House



A rendering of the Great Room interior at The Carlton House.

Photo By DBOX/Courtesy of Rubenstein Associates

By Sharon Edelson

BARNEYS, AT YOUR SERVICE: What if you died and went to fashion heaven? Your pad might look something like this: Malin+Goetz skin-care products in the medicine cabinet, candles from Chelsea Passage lining the tub, vases and objets d’art displayed in the living room, Barneys New York wooden hangers in the closets and a room service menu from Fred’s, the swank Barneys canteen, on the kitchen table, ready for a room service order.

A partnership between Barneys and Extell Development Corp. — builder of The Carlton House on Madison Avenue and 61st Street across the block from Barneys — is making this all possible. Extell is also developing the West 57th Street tower where Nordstrom will occupy seven floors. “The partnership between The Carlton House and Barneys New York is a very natural one,” said Charlotte Sprintis Blechman, executive vice president of marketing and communications at the luxury retailer. “There’s a very strong synergy between the two brands — both client bases are luxury-minded, sophisticated and fashionable. The close proximity of The Carlton House and Barneys New York made for an even more organic relationship.”

The units cost anywhere from \$3.15 million for a 1,200-square-foot one-bedroom apartment to \$65 million for a 10,000-square-foot five-story townhouse. Buyers get what amounts to an all-access pass to Barneys that also includes VIP access to personal stylists, access to the Barneys penthouse suite for private shopping and invitations to Barneys events and designer trunk shows.

Residents are entitled to in-home custom-suit services and complimentary shopping bag delivery. An on-site real estate broker said since March, contracts have been signed for almost 45 percent of the 68-unit building, where finishes include Caesarstone and Bianco marble counters, sycamore cabinets and padded leather walls.