

Simon Doonan Stepping Down as Barneys New York Creative Director

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EXTRA EXTRA!

Simon Doonan, the mastermind behind Barneys New York's wacky advertisements and cool collateral, is stepping down from his position as the brand's Creative Director.

Doonan, who has been the face of the department store, will now be known as the "Creative Ambassador-At-Large". He will continue to be a spokesperson for the company, contributing to special window displays, host events and communications including social media.

Dennis Freedman, who has spent nearly 20 years as Creative Director of W Magazine, will come aboard January 17 to manage the overall look & feel of the high-end retailer as the new Creative Director. Freedman will now spearhead efforts of Barneys New York, including CO-OP and Barneys.com, leading photographic and video images, graphic design, store design and image and visual merchandising. Freedman will also serve as a curator of window displays, engaging artists, designers and creative collaborators to evolve the look and feel of Barneys storefronts.