

## FASHION AVENUE 2.0

**BARNEYS NEW YORK** RETURNS TO ITS ORIGINAL CHELSEA HOME—A DOWNTOWN EPICENTER OF DINING AND DESIGNER DUDS. **BY OUSSAMA ZAHR**

What should a luxury department store look like in the 21st century? The answer: A lot like the new Barneys New York Downtown in Chelsea.

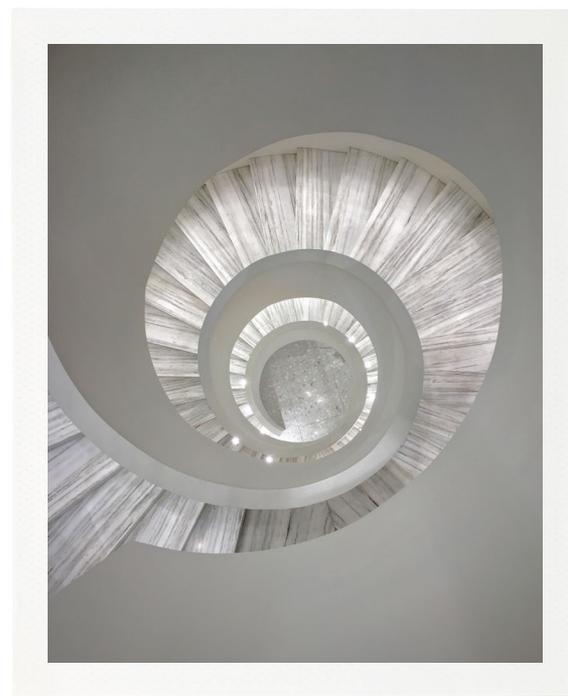
Designed by Steven Harris Architects on the original block where the boutique broke ground in 1923, the new flagship's street-facing wall has been punched out and filled with windows, turning three floors' worth of high-fashion goodies into a playground for all the sunlight flooding in. The star of the show, besides all the Saint Laurent and

Balenciaga, is the gorgeous, all-white spiral staircase that rises like a column in the middle of the space—the very picture of Instagram bait (we couldn't resist ourselves—check out our snapshot at right).

At the top of those stairs, the floorplan guides shoppers through menswear to Freds, a culinary oasis that rises, literally and figuratively, above the Seventh Avenue bustle. It's an airy, refined setting—swank touches include mohair-upholstered booths and a

30-foot onyx marble bar—for playful twists on Italian and modern American fare, like the scrumptiously light fish taco salad and the decadent grilled cheese, which upgrades the classic 'wich with the blissfully sweet combo of bacon and red-onion marmalade. Service at Freds has just expanded to include brunch, making it truly possible to get all your weekend shopping—and dining!—done below 23rd Street. *101 Seventh Ave., 646-264-6400; barneys.com* ■

Chelsea lately: Barneys New York Downtown is restoring Seventh Avenue—once known as midtown's "Fashion Avenue"—to its former glory with food, fashion, and fab interior design.



THE STAR OF THE SHOW, BESIDES ALL THE SAINT LAURENT, IS THE GORGEOUS SPIRAL STAIRCASE.

PHOTOGRAPHY BY OUSSAMA ZAHR (STAIRCASE AERIAL VIEW); ANDREW SCRIVANI (DISH); SCOTT FRANCES (BARNEYS INTERIOR); FRED'S DINING ROOM)



Freds is the perfect setting for playful American fare, like the crave-worthy grilled cheese (RIGHT). LEFT: Three floors' worth of high-fashion goodies, with a foundation level for cosmetics (the top floor's personal shopping suites are not pictured).

