



Barneys' Big Bash For The New Roy Lichtenstein Limited Edition Collection

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PAIGE REDDINGER



(Left to Right) Yvonne Force Villareal, Casey Fremont, Mark Lee, Lisa Perry, Doreen Remen; Yvonne Force Villareal, Doreen Remen, Dennis Freedman, Casey Fremont; Roy Lichtenstein frisbees; Hannah Bronfman. © BFA



(Left to Right) Dorothy Lichtenstein, Mark Lee; Jean Pigozzi, Charlotte Blechman; Glenn O'Brien, Gina Nanni; Atmosphere. ©BFA

(NEW YORK) The party was poppin' at Barneys last night! The luxury retailer unveiled their Roy Lichtenstein and Barneys limited edition collection in collaboration with the Art Production Fund. Thanks to a partnership with the late Pop-artist's wife, Dorothy Lichtenstein, Barneys created a series of exclusive products that includes everything from beach towels and frisbees to tablewear inspired by the artist's famous paintings. "Some of the things like the tumbler and the beach ball were based on things he had done," said Yvonne Force Villareal, who heads up the Art Production Fund along with Doreen Remen. "The beach ball was based on a Christmas ornament that he had done so we blew it up and made it a beach ball for summer." According to Barneys' executive vice president of menswear and general merchandise manager, Tom Kalenderian, the recreated images were done with the utmost attention to proportion and "everything is Pantone perfect."

As the fashion crowd like Narciso Rodriguez, Derek Lam, Walter Steiger plus the Barneys crew (Tomoko Ogura, Dennis Freedman, Mark Lee, Richard and Lisa Perry, and Simon Doonan) mingled amidst the merch, one couldn't help but notice that the paper cups seemed to be one of the hottest items in the room. The reason? "The paper cup was a prototype that was sitting in his studio," said Villareal. "He had never made it, so not only did we reissue things like the china, which had sold out and didn't exist anymore, but we also made things that he had designed, but never made." Doonan was clearly enamored, as he posed for a photograph avec the cup resting on his head like a hat.

Meanwhile, CEO Mark Lee, who told us the project had been a year in the works, was already seeing dollar signs. "We're selling. People are buying right now!" he said. "We thought it was fun for opening the pool and the beach house and getting summer going. It will be up all summer 'til Labor Day." And how was Mrs. Lichtenstein to work with? "She's a divine, beautiful angel," gushed Villareal. "She's a miraculous human being and so generous. She told us Roy would love what we're doing." As do we!