

IN-STORE

Neiman Marcus focuses on core pillars to enter Long Island market

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Lindsey Wixon for Neiman Marcus' The Art of Fashion campaign

By STAFF REPORTS

Department store chain Neiman Marcus is introducing its philosophy of fashion, service, technology, architecture and art to the affluent market of Long Island, NY.

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In response to the New York suburb's penchant for mall culture, Neiman Marcus' first location on Long Island, with its exterior designed by Boston-based architecture firm Elkus Manfredi, will open to the public on Feb. 19 at the Roosevelt Field Mall in Garden City. Totalling 105,649 square feet, the anchor store will introduce Long Islanders to Neiman Marcus' brand through vendor shops, technology and service.

Strong Island

The Roosevelt Field Mall Neiman Marcus is the retailer's 42nd store in the country, five of which are found within the surrounding area in Westchester County, NY, King of Prussia, PA and Short Hills and Paramus, NJ. The retailer has also announced plans to open a Manhattan flagship in 2018 at Hudson Yards ([see story](#)).

Neiman Marcus' exterior architecture includes a facade of 2,100 textured panels inspired by the pattern of a butterfly's wings, a motif favored by the retailer. The textured panels will be enhanced by daily and seasonal lighting, creating an ombre pattern on the north- and west-facing walls of the building.

The entry on the north side of the newly constructed building features a double-height granite frame as a curtain, suggesting runway fashion. Also, cast-glass crystals hang over the building's vestibule, mimicking the movement of a waterfall.

For the Long Island store's interior, Neiman Marcus worked with Burdifilek. Taking cues from cubism galleries, the interior space creates a "sense of ceremony" within each retail area.



Promotional image from Neiman Marcus, announcing the Roosevelt Field Mall opening

Symbols of the art world are explored across its two-levels, with the first floor having brass, bronze, polished and brushed metal accents for texture and the second boasting a sculptural form theme meant to create framework of Neiman Marcus' offerings.

Continuing its art focus, Neiman Marcus has selected artwork from local or regional artists to be displayed within the Long Island store.

While shopping at Neiman Marcus Long Islander, consumers can shop 32 vendor shops, grab a bite at the NM Cafe and enjoy the cosmetics spa and two personal shopping areas, one for men and the other for women.

For an omnichannel experience the retailer has outfitted its new location with Memory Mirrors, a ChargeItSpot station for mobile devices and has armed its sales associates with iPhones. The sales associates, many of whom are fluent in area languages such as Greek, Farsi, Korean and Italian, among others, will use the iPhones to communicate with consumers regularly to alert them of new arrivals and in-store events.

Furthering its dedication to the arts and to truly impact its new neighborhood, Neiman Marcus will host a private VIP shopping event tonight. The event, meant to support Youth Arts Educational programming, will benefit local charity organizations, The Nassau County Museum of Art and The Heckscher Museum of Art.

Special guests expected at the VIP kick off party includes Santiago Gonzalez, president and creative director of Nancy Gonzalez, Alexander Vreeland, founder and president of Diana Vreeland Parfums, Mark Badgley and James Mischka of Badgley Mischka, a roster of Neiman Marcus executives and many others.

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