

MULTICHANNEL

Neiman Marcus springs into new season with ballet-inspired shoot

February 26, 2016



Image from Neiman Marcus' The Art of Fashion campaign

By STAFF REPORTS

Department store chain Neiman Marcus is making moves by animating the March edition of its brand magazine The Book.

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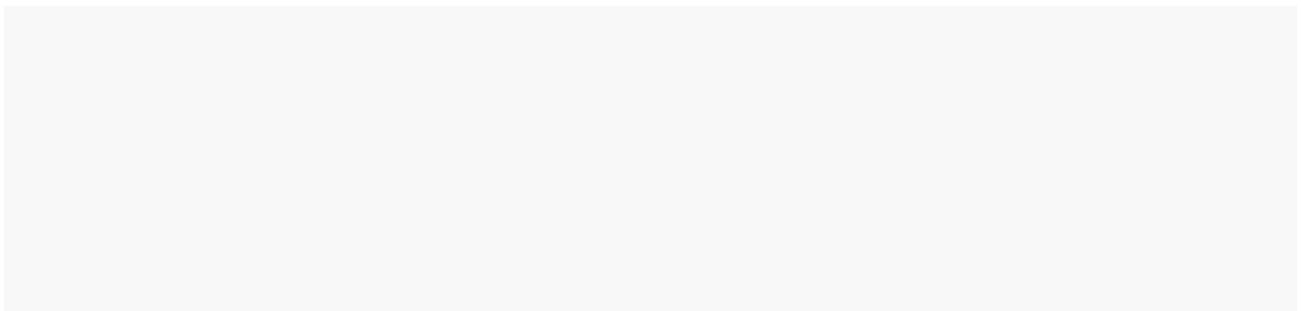
This edition, featuring the spring/summer 2016 collections, contains the retailer's bi-annual The Art of Fashion campaign, for which it enlisted two principal ballet dancers to choreograph the models' movements. Introducing the shoppable publication to its online audience, Neiman Marcus shared a series of cinemagraphs on its Instagram account, keeping with the theme of specific movement.

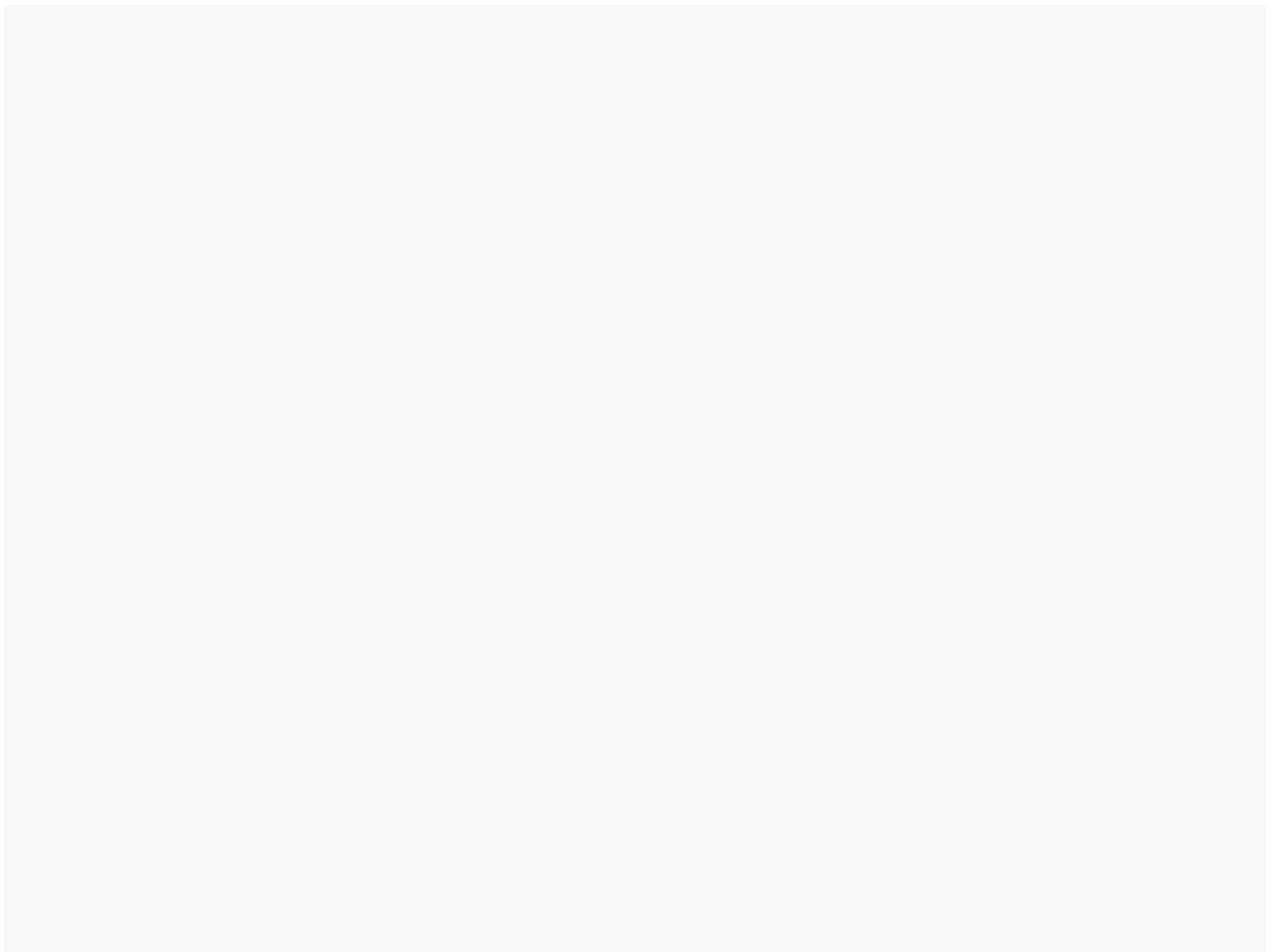
Choreographed routine

Following ads by Van Cleef & Arpels, Louis Vuitton, Gucci and Bulgari, the issue opens with a letter from Neiman Marcus president Jim Gold. In his note, he explains that with the spring edition of The Book Neiman Marcus reaches a milestone 20-year anniversary of publishing its magazine.

"From the beginning, we were committed to creating a platform that truly represented the essence of the Neiman Marcus brand," said Georgia Christensen, vice president creative at Neiman Marcus, in a brand statement. "Something with impact that was informative, engaging and entertaining. A sophisticated approach that was imaginative and bold all at the same timewhich continues to be our mantra."

The issue's theme is "Unbound," looking at innovation and thinking outside the norm.





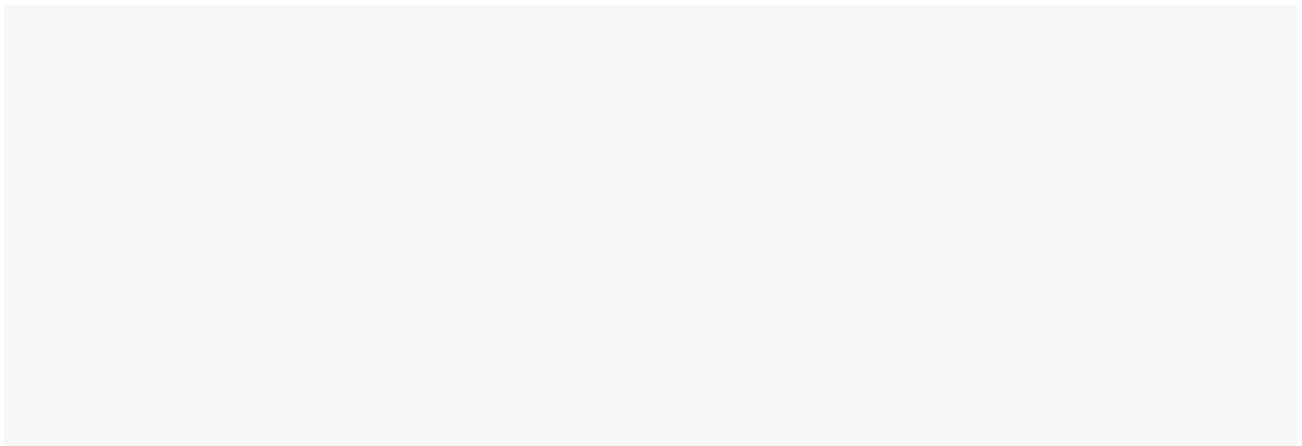
There's no better way to kick off the 20th anniversary of 'the book' than to announce that it's now shoppable on neimanmarcus.com! Check out NeimanMarcus.com/thebook #neimanmarcus #thebook

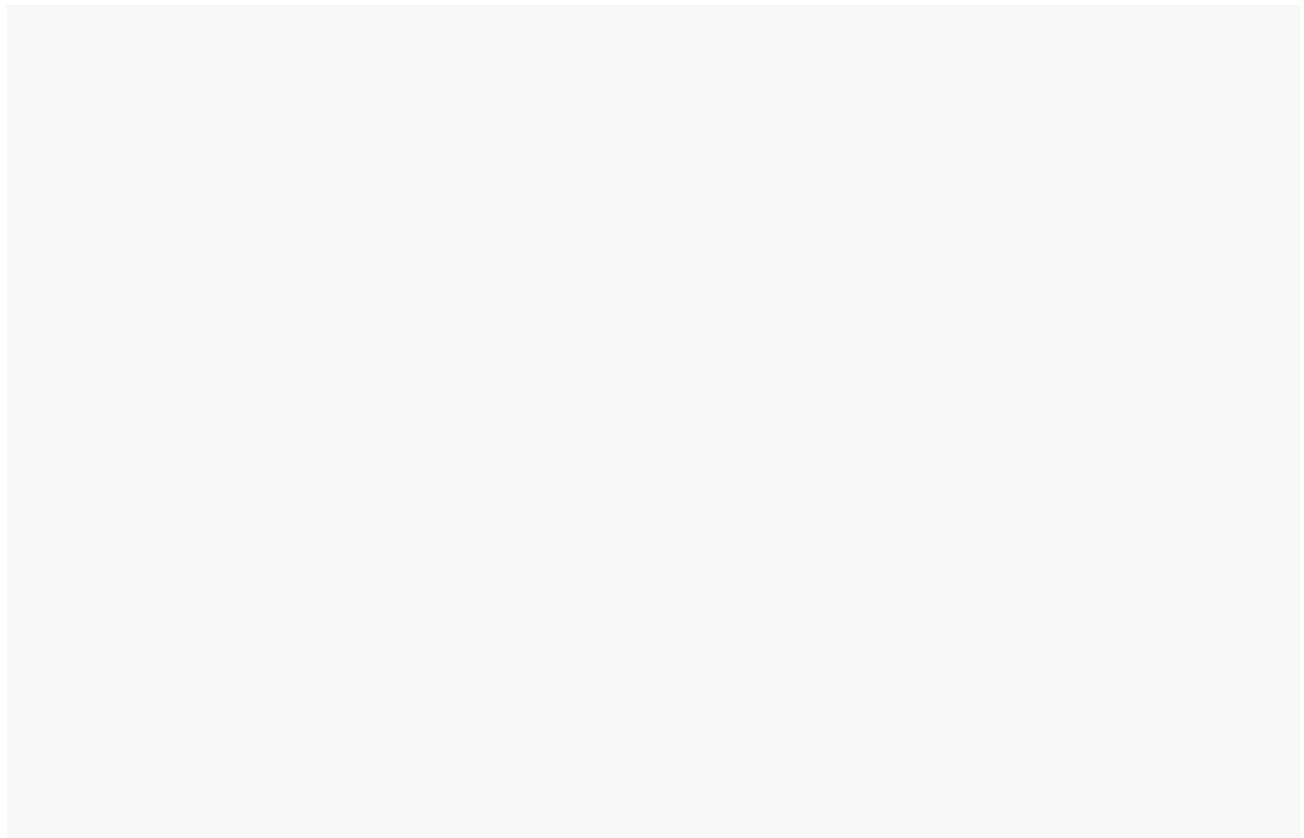
A video posted by Neiman Marcus (@neimanmarcus) on Feb 24, 2016 at 8:59am PST

At the front of the book, Neiman Marcus profiles the latest winners in its Faces of Beauty contest, prints a Q&A with Joseph Altuzarra and has fashion director Ken Downing list his top trends.

The first editorial is The Art of Fashion, photographed by Yvan Fabing in a New York loft, which will function as Neiman Marcus' ad campaign for the season. For this shoot, Neiman Marcus tapped Robert Fairchild and Tiler Peck, both principal dancers with New York City Ballet, to capture the shapes and fabrics of fashions through movement.

The process behind the shoot can be seen in a behind-the-scenes video, and micro movements are captured in cinemagraphs created by Mr. Fabing.





Behind The Book: Lady in red. @MichaelKors Collection #NMinsider #michaelkors #neimanmarcus A video posted by Neiman Marcus (@neimanmarcus) on Feb 9, 2016 at 6:58am PST

Other editorials feature Chanel's airport-ready fashions and the streets of Detroit.

"I've always been obsessed with shapes and movement in photography they are essential," said Mr. Fabing. "When you work with such beautiful garments, you want to show them in an unusual way."

Digital media has changed how consumers experience retailers' in-house magazines.

Neiman Marcus spurred consumers' holiday planning with the release of its 2015 Christmas Book filled with fantasy gifts, exclusive merchandise and seasonal items.

From a \$400,000 dream trip to India to a motorcycle and riding experience, the store curated a collection of fantasy gifts designed to suit those who seem to already have it all. For the first time, consumers were able to access an exclusive gift that was only revealed through Neiman Marcus' mobile application, reflecting the retailer's recent pushes in mobile and omnichannel ([see story](#)).

Also, department store chain Saks Fifth Avenue gave consumers a new way to experience its fall magalog in 2015 through an animated Instagram feature.

For the launch of its biggest publication to date, the retailer decided to roll out the red carpet, working with Hscusa.tv to create 3D models of the books, enabling consumers to flip through the entire magalog virtually. Retailers are increasingly adding digital and social touchpoints to their publications, allowing consumers to interact with content via the channel of their choice ([see story](#)).