

RETAIL

Neiman Marcus goes through the looking glass to fete film premiere

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Johnny Depp and Mia Wasikowska in "Alice Through the Looking Glass"

By STAFF REPORTS

Department store chain Neiman Marcus' Beverly Hills, CA location is teaming up with Disney to let consumers step into Wonderland.

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To celebrate the upcoming premiere of "Alice Through the Looking Glass," the retailer is hosting a Mad Hatter Tea Party, allowing consumers to join a "whimsical teatime affair" at its Mariposa restaurant. The store has also dedicated its store windows to the film, allowing consumers to have a full theatrical visit.

Mad about Alice

The Mad Hatter Tea Party will be available daily from 2:30 p.m. to 4:30 p.m. from May 18 to June 6. Before the film opens on May 27, consumers will be able to view props and costumes used in the film, including the "Drink Me" sign, within **Neiman Marcus'** windows.



Neiman Marcus' Mad Hatter Tea Party

Alice Through the Looking Glass is a sequel to 2010's "Alice in Wonderland," both of which feature a cast that includes Johnny Depp, Mia Wasikowska, Helena Bonham Carter and Anne Hathaway.

Owing to the film's blockbuster potential, **Fortnum & Mason** also teamed with the studio to give away tickets to the film's premiere through a social contest. Consumers were asked to snap a photo of its store windows, which feature giant tea cups and a pocketwatch, a reference to the White Rabbit's most memorable accessory.



Fortnum & Mason window displays for "Alice Through the Looking Glass"

Showing the film franchise's fashion credibility, **Printemps** dedicated its store windows to the original film when it debuted six years ago. The store asked designer labels including Alexander McQueen, Chlo and Christopher Kane to present their interpretations of the universe originally envisioned by author Lewis Carroll.



Printemps window display featuring designs by Maison Martin Margiela

Connecting with entertainment companies allows retailers to create over-the-top displays likely to catch the attention of passersby.

Retailer Bergdorf Goodman, part of Neiman Marcus Group, brought a cinematic touch to its New York store with a celebration of the release of "Crimson Peak."

Working with Legendary and Universal Entertainment, Bergdorf Goodman used the film's erie plot as the inspiration for a window display last fall. This initiative represented the largest film collaboration ever undertaken by Bergdorf Goodman to-date ([see story](#)).

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