

RETAIL

Neiman Marcus appeals to '90s nostalgia with conceptual collaboration

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Keds and Smashbox for Story

By SARAH JONES

Department store chain Neiman Marcus is bringing back the 1990s with a Nickelodeon-themed ecommerce partnership.

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Partnering with concept retailer Story, Neiman Marcus will be selling merchandise that pays homage to a time when stonewash denim and leggings worn as pants were the height of style. Coinciding with the 25th anniversary of Nickelodeon animation, the "Remember When" concept will likely appeal to the millennial consumers who grew up watching the shows.

"We always like collaborating and this seemed like the right time to take our Remember When collaboration beyond our walls to make it available to people across the country," said Rachel Shechtman, founder of [Story](#).

"Neiman's was an ideal partner for a myriad of reasons," she said. "First and foremost, I truly admire Karen Katz, Jim Gold and have enjoyed working with their teams. Second, Neiman's has an appreciation and understanding of brand narratives and its creative direction and executive is first class."

Throwing it back

The New York-based Story, launched in 2011, was envisioned as the intersection of media and retail. Founder Rachel Shechtman plans new themes with an editorial standpoint, displaying them in a gallery-like 2,000-square-foot bricks-and-mortar location in Manhattan.

Remember When launched on Aug. 5 at Story. One wall of the store depicts an imagined yearbook of Nickelodeon characters with illustrations by Charlotte Fassler.

Retail displays center on five clubs. Homeroom gives characters a place to mingle, while Besties looks back on some of the network's most notable pairs. Game show "Double Dare" gets its own club, with prints inspired by the green Slime used during the contest.



Story's Remember When

City Kids focused on the "Hey Arnold!" gang with themed merchandise, while Yearbookers displays nostalgic picks including candy from the decade.

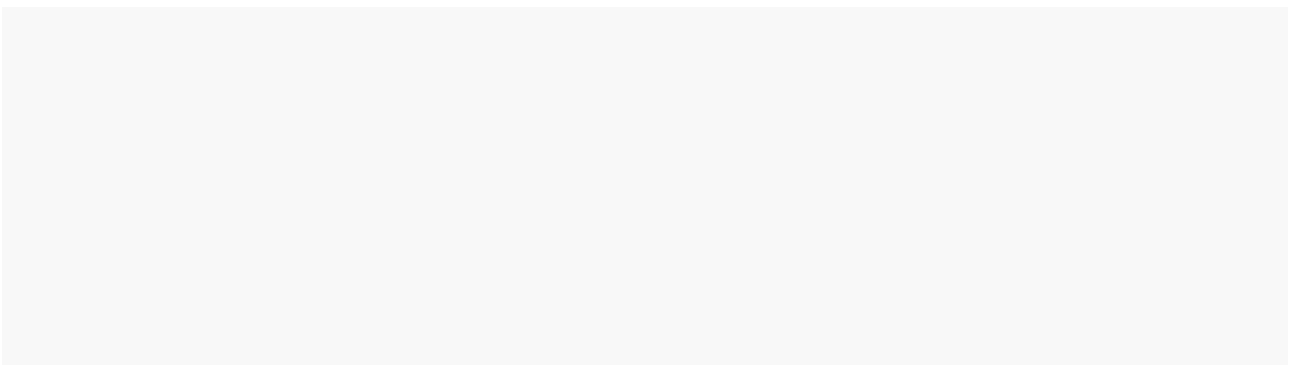
Exclusive collaborations for Remember When include Nickelodeon character pillows from Dormify, Rugrats-inspired onesies from Mi Cielo and gummy candies in the shape of Spongebob's pineapples and the Slime green apples from Sugarfina.

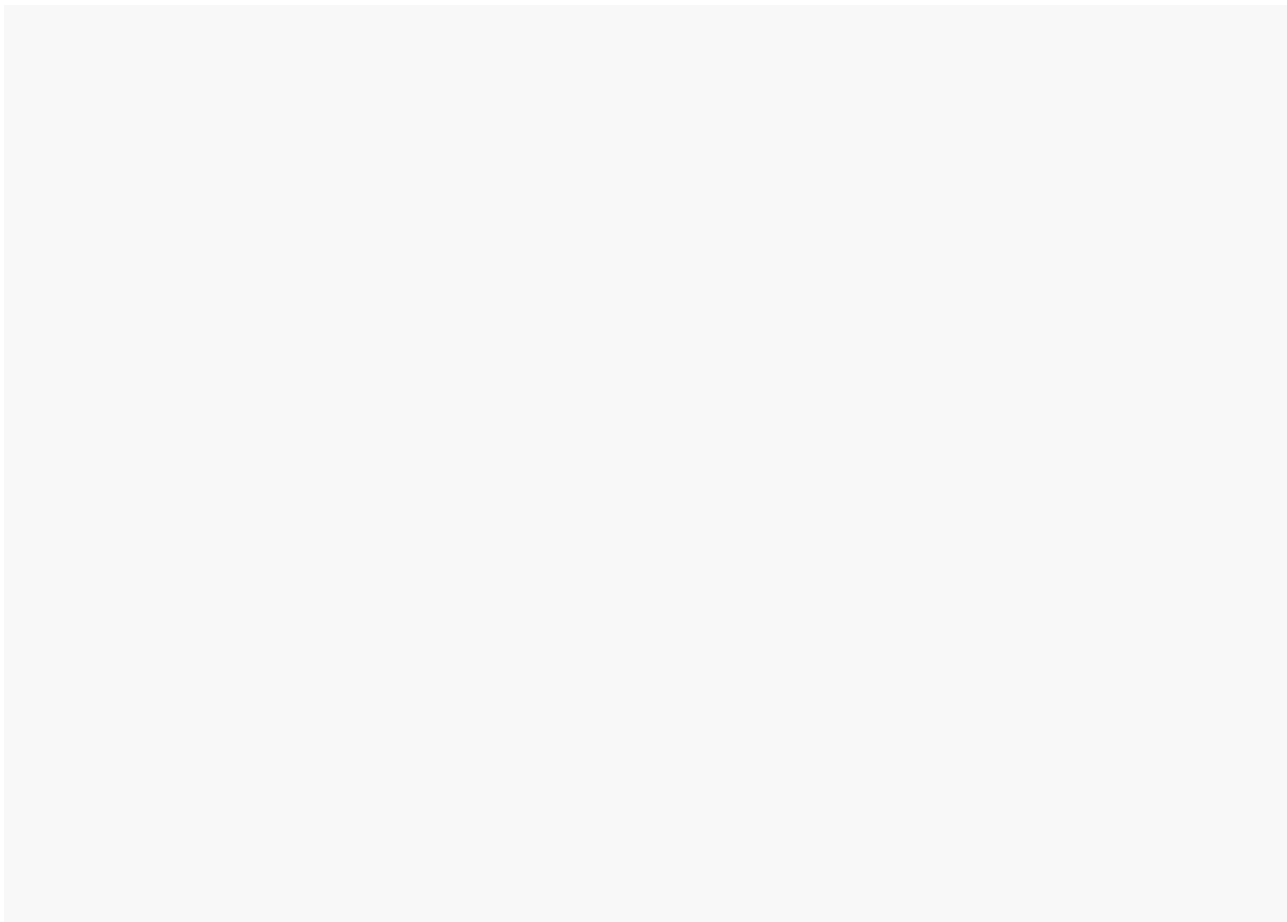


Sugarfina's Spongebob candy

Samsung is also introducing a series of electronics, including speakers, exterior batteries and phone cases with Nick characters, while Smashbox took cues from moody 90s cosmetics with lipstick trio "The Kiss Ups."

Bringing the 90s to life at Story in New York, consumers will have a shot at trying their skills at a life-size hamster wheel, an original from the Double Dare set. Additionally, a photo booth created by Foxtales enables consumers to get virtually Slimed and a Perch Interactive display features interviews with many of the show's creators.





We Double Dare you to round out your Monday with our Human Hamster Wheel! ??#RememberWhenSTORY

A photo posted by STORY (@thisisstory) on Aug 15, 2016 at 7:13am PDT

This collaboration with Neiman Marcus marks the first time that one of Story's retail concepts will be available for purchase online, extending the experience beyond the New York area. From Aug. 24 to Sept. 18, consumers will be able to shop some of the concept's collaborations on its Web site.

For many of the brands included, this is the first time they will be retailing at Neiman Marcus.

In addition to Neiman Marcus, Remember When is running as a shop-in-shop at Ron Robinson's Santa Monica store from Aug. 18 to Sept. 18. The retailer will also be selling select merchandise from the concept online.

"We are thrilled to partner with Rachel and her great team to bring Story to Neiman Marcus," said Jim Gold, president/chief merchandising officer at Neiman Marcus, in a brand statement. "We love her innovative approach to product, marketing and the customer experience, and believe that we can collaborate in a very exciting way to showcase the unexpected for our clients—starting with an introduction of her 90s icon story on our Web site."

Millennial minded

Neiman Marcus has made moves to court younger, less affluent consumers, a goal outlined in 2011 ([see story](#)).

The retailer carries lines including Kendall and Kylie Jenner's namesake collection of fashion items, which has a more accessible price point geared toward its Cusp audience.

Neiman Marcus also went back to class with Refinery29 to host the School of Self Expression during South by Southwest in Austin, TX, with workshops and presentations going on throughout the festival. By having a presence at one of America's premiere destination events, Neiman Marcus hopes to endear itself to a younger group cultured and stylish women ([see story](#)).

Retail today can extend beyond just being a place for shopping to becoming a neighborhood developer.

A number of pioneers are finding disruptive ways to build communities around their brand and make the shopping process more transparent through technology. These early adopters of new store formats, ecommerce and curation show what is possible from an engagement perspective, but brands need to be willing to adapt ([see story](#)).

"The primary benefit in my eyes is that special opportunities, like this partnerships, create impact for the small businesses we collaborate with," Ms. Shechtman said. "Amazing entrepreneurs with brands like Mi Cielo, Leeloo Soaps and others are now being sold on NeimanMarcus.com because of Story and this collaboration, and nothing gives me more joy in what we do than being able to create access to opportunities like this for great small businesses."

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