

RETAIL

Neiman Marcus embraces high-low mix with Rent the Runway partnership

November 17, 2016



Rendering of Rent the Runway at Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus is looking to draw millennial shoppers in-store by offering designer fashions to both rent and purchase.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Rent the Runway has set up a store within the retailer's San Francisco location, which includes high-tech customer service features and styling help. Aiming to disrupt retail, this collaboration is meant to introduce a new generation of customers to Neiman Marcus while also appealing to consumers' mixed shopping habits.

Rent and retail

While Rent the Runway and Neiman Marcus may at first seem to have different clientele, their typical consumers are complimentary. Rent the Runway sees its users purchasing rentals as a way to discover new labels and experiment with designer fashions, which may ultimately lead to corresponding purchases.

Rent the Runway on the fifth floor at Neiman Marcus in Union Square features a Dream Closet, which will house a constantly evolving mix of apparel and accessories to rent. This will be restocked daily pulling from Rent the Runway's ecommerce inventory, which includes a selection of more than 400 designers such as Diane von Furstenberg, Marni and Proenza Schouler.

Alongside these rentable pieces will be items from Neiman Marcus, such as shoes, handbags, undergarments and beauty items, that can be paired with the rentals to create a full outfit.

For those who want a guided shopping experience, a Styling by Appointment feature allows consumers to book an appointment with a personal stylist. Using information gleaned from a digital assessment, such as her upcoming events and lifestyle, the stylist will select items that fit her needs and preferences.

If a consumer is pressed for time, she can use an in-app concierge service to see the inventory available in-store or chat with a stylist at the bricks-and-mortar location. This feature also allows the shopper to request that a fitting room be ready with her picks.



Rent the Runway at Neiman Marcus' San Francisco store

The consumer can also arrange to have items messengered to her or ask to have items ready for pick-up on the street level of the store.

An RTR Bar, playing off Apple's Genius Bar concept, will offer quick services, such as returns, exchanges and pick-ups. Those living in the San Francisco area can select free in-store pick-ups for online orders, and then return them via a reusable garment bag or in-store drop off.

"Partnering with Rent the Runway's innovative model combined with their affinity amongst millennials provides an exciting opportunity for us," said Karen Katz, president/CEO of Neiman Marcus Group. "Together we're helping the next generation of luxury consumers discover and fall in love with designer fashion."

Rent the Runway has branched into bricks-and-mortar before with a showroom at Henri Bendel in New York ([see story](#)). For San Francisco, which holds Rent the Runway's most concentrated consumer base, this marks the first time that its merchandise will be available in a physical retail space.

There are plans for more of these Rent the Runway store in stores, which will open in 2017.

"We applaud Neiman Marcus for their bold acceptance of our unique model in the interest of catering to the shifting needs and expectations of the modern woman," said Jennifer Hyman, co-founder/CEO of Rent the Runway. "We believe that our partnership marks a major structural change within the retail industry, demonstrating that renting is a smart complement to ownership in an increasingly access-oriented world."

Much like Rent the Runway and Neiman Marcus, Armarium and Net-A-Porter also teamed up to bridge the gap between borrowing and investing.

The recently launched digital service that lets members borrow high-end fashions is now enabling its users to also purchase full-price apparel and accessories directly from Net-A-Porter to complete their look. For luxury shoppers, this partnership lets them add key pieces to their wardrobe more permanently while also participating in trends through loaned garments ([see story](#)).

1 thought on "Neiman Marcus embraces high-low mix with Rent the Runway partnership"

1. adam silber says:

November 17, 2016 at 6:28 pm

This will damage Neiman's in the eyes of it's shoppers. It cant be viewed as exclusive and this will lower its brand name even more